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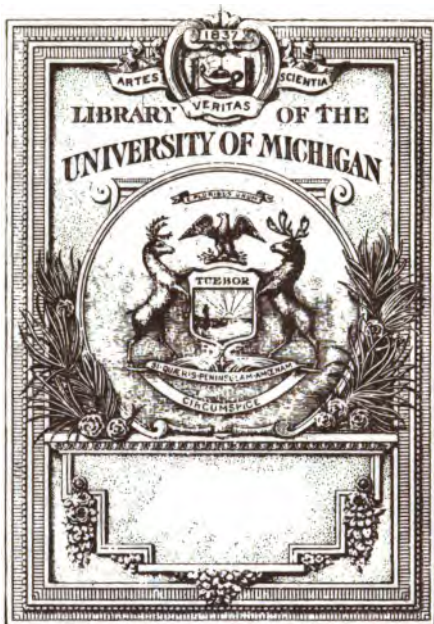
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BUSINESS CORRESPONDENCE LIBRARY

VOLUME II

HOW TO GET AND HOLD BUSINESS BY LETTER: *20 chapters, containing 234 tried out plans and 97 actual letters that show how to lay out the campaign and write the copy that will get inquiries and orders, appeal to different classes of people, sell goods by mail out of a store, get business from dealers, open up new territory, and make the letter a factor in every phase of selling*



THE SYSTEM COMPANY

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PART VII

Consisting of six chapters on the subject
of "HOW TO GET ORDERS BY
LETTER."

ADVERTISING is making the goods
speak.

It is putting a truthful, animate tongue into
inanimate merchandise.

There is no such thing as luck in the game of
selling.

It admits of no speculation, no uncertainties.

It is a science with causes and effects unerring
in their accuracy.

Study the code. Read the rules.

Make every sale right.

Know how!



How to Write the *Letter* That Will "LAND" the *Order*

PART VII

HOW TO GET ORDERS BY LETTER

CHAPTER 1

SELLING goods is considered the biggest problem in the business world. Hard as it is to close a deal with the prospect right before you, it is infinitely harder to get his order when he is miles away and you must depend upon a type-written sheet to interest him in your proposition sufficiently to buy your goods. Methods that have succeeded are described in this chapter and samples of order-bringing letters are given

THE letter that is sent out unaided to make its own approach, open its own canvass and either complete or pave the way to a sale may be called "the original sales letter." There has been no inquiry, no preliminary introduction of any kind. The letter is simply the substitute for the salesman who voluntarily seeks out his own prospect, presents his proposition and tries to land an order.

Such a letter undertakes a big task. It has a more difficult mission than the personal salesman, for it cannot alter its canvass on the spot to suit the prospect's mood. It must have its plan complete before it goes into the mail. It must be calculated to grip the attention, impel a reading, prompt a favorable decision and get back, in the return envelope, an order or at least a request for further information.

The letter that can do that, a letter so clever and so convincing that it makes a man a thousand miles away put his hand into his pocket, take out his hard earned cash and buy a money order; or makes the shrewd man at the desk take up his pen,

write a check and send it for the goods you have to sell, is a better employee than your star salesman because it gets the order at a fraction of the cost. And the man who can write the letter that will do that is a power in the business world—his capacity is practically unlimited.

Original sales letters are of two kinds; those that endeavor to perform the complete operation and secure the order and those that are intended merely as the first of a follow-up series or campaign. Which to use will depend upon the nature and cost of your proposition. A simple, low-priced article may be sold with a single letter—the margin of profit may not warrant more than that. On an expensive, complicated article you cannot hope to do more in the initial letter than win your prospect's interest, or possibly start him toward the dealer who sells your goods.

Consider first the former. You are to write a single letter and make it an attention getting, interest winning, complete, convincing, order getting medium. There is no better way to do this than to put yourself in the position of the salesman who must do all those things in a single interview. You really must do more than the salesman, but this is the best way to get in your own mind the proper attitude toward your prospect.

Say to yourself, "I am now going into this man's office. He does not know me and does not know I am coming. This is the only chance I have to see him and I shall probably never see him again. I must concentrate all my knowledge of my proposition on this one selling talk and must tell him everything I can about it that will make him want to buy. I must say it in such a way that he will clearly understand; I must give him a good reason for buying today and I must make it easy for him to do so."

Then picture yourself in his office, seated beside his desk and proceed to *talk* to him. Above all, keep in mind that you are talking to *one* man. No matter if your letter is to go to ten thousand people, each letter is individual. Remember, it goes to one person. So when you write it aim directly at one person,

And *see* him in your mind's eye. Get as clear an idea as you can of the class your letter is going to and then picture the average man in that class. The best way is to pick out some

friend or acquaintance who most nearly represents the class you want to reach and write the letter to him. You'll be surprised how much easier it is when you have a definite person in mind. And your letter will then be sure to have that much desired "personal touch."

Of prime importance in this single sales letter is the close, the clincher. Your one big purpose is to get the order, and no matter how clever you may be three-fourths of the way through, if the letter falls short of clinching the order in the end, it may as well not have been written at all.

Here is an excellent example of one of these complete letters. Note particularly the summing up, the guarantee offer and how easy the writer makes it to order:

HOW TO GET A POSITION
AND HOW TO HOLD IT

is the title of a little book that business men and editors say is the most sensible and helpful thing ever printed on its subject. Contains the boiled-down experience of years. Written by an expert correspondent and high-salaried writer of business literature who has hunted positions for himself, who has been all along the road up to places where he, in turn, has advertised for employees, read their letters, interviewed and engaged them --who is now with a company employing 2700 of both sexes and all grades from the \$3 a week office boy to a \$75 a week specialist.

HOW TO GET A POSITION AND HOW TO HOLD IT treats of what one should be able to do before expecting to find a good position; takes up the matter of changes; advises how long to hold the old position; tells what kind of a new position to try for; explains the various ways of getting positions; suggests how the aid of prominent people can be enlisted; shows the kind of endorsements that count; teaches how to write letters of application that COMMAND attention; gives hints on preparing for the interview and on how to make the best impression; tells what should be done when you are selected for a position and take up your duties; deals with the question of salary before and after the engagement; with the bugbear of experience; the matter of hours; and gives pages of horse-sense on a dozen other important topics. The clear instructions for writing strong letters of application, and the model letters shown, are alone worth the price of the book. Not one in a hundred--even among the well-educated--can write a letter of application that convinces.

10 THE LETTER THAT IS THE FIRST OF A SERIES

How many of yours fail? The engagement usually depends on the interview; and the interview cannot, as a rule, be obtained without the impressive letter. Consequently, the letter is of tremendous importance

If you carry out the suggestions set down in plain language in this little book, you can hardly fail to land a position. And I am offering the book for twenty-five cents a copy. Just think of it! The principles and plans outlined in its pages have been the means of securing high-salaried positions for its author and for others, and this valuable information is yours for the price of five car-rides.

This is my offer: Send me a 25-cent piece in the enclosed coin-card, or twenty-five cents in stamps, and I'll mail you a copy of HOW TO GET A POSITION AND HOW TO HOLD IT. If, after reading the book, you do not feel it is worth many times its cost, just tell me so and return the copy in good condition. I'll send your money back without any quibbling. Could any offer be fairer?

Order today--now. Next week there may come to your notice an opening that may be the chance of a lifetime--when my little book will be worth its weight in gold. Besides, it tells how to create openings when none are advertised. You need not write me a letter. Just write your full name and address on the back of this sheet and wrap your stamps up in it, or put your name and address on the coin-card after you have enclosed the 25-cent piece. I'll understand.

Write plainly. I am selling the book so cheaply that I cannot afford to have any copies go astray in the mails.

Yours truly,

William C. C.

Now as to the other kind of original sales letter--the one that is merely the first of a series of three or more letters skillfully planned to build up interest until the climax, the purchasing point is reached. This letter is really a combination of the two kinds. If you can land the order with the first letter, you want to, of course. But you know you can expect to do this only in a small percentage of cases. So while you must put into the initial letter enough information to make your proposition clear and must give at least one good reason for buying, you must keep good convincing sales talk in reserve for the succeeding letters. And you must plan this first letter so that the re-enforcements to follow will logically support your introduction.

This can best be illustrated by a clever first letter from a very successful series. The manufacturer of a \$5 fireless cooker planned a letter campaign to induce hardware dealers and department stores to buy a stock of his product.

The first sales letter of the series scored strongly on one or two points and at the same time paved the way for the second letter:

Dear Sir:

Are you ready for the woman who wants a fireless cooker but can't pay ten or fifteen dollars?

The aggressive advertising done by the manufacturers of fireless cookers and the immense amount of reading matter published in women's magazines about the fireless method of cooking has stirred up a big demand.

But just figure out how many of your customers can't afford to pay \$10, \$12 or \$15.

Think of the sales that could be made with a thoroughly reliable cooker at \$5--one that you could feel safe in standing back of.

It's here!

We had the \$15-idea, and we worked out the prettiest cooker you ever saw at any price. But we got together one day and figured out that the big market was for a low-priced cooker that every woman could buy.

How to get a Jenkins-quality cooker, one that a retailer would be proud to sell, down to the retail price of \$5 was the question. But we figured our manufacturing up into the tens of thousands, and the enclosed folder tells about the result.

Our advertising next month in the Woman's Home Companion, Ladies' Home Journal, Ladies' World, Good Housekeeping, Everybody's, Cosmopolitan, and McClures will do big things for you if you have the Jenkins \$5 Fireless Cooker in you window.

We have a good sized stock on hand but they won't last long the way orders are coming in from far-sighted retailers.

How would a dozen do as a starter for you?

Yours truly.

Black + Black

A letter of this kind should be effective because it gives enough information to make a sale in case the reader is an unusually good prospect, and at the same time it lays a good foundation for the second letter.

Are you willing to make more money on soap?

Yes, we suppose you are carrying many soaps, but when a distinctive soap is advertised as thoroughly as we are advertising WESINOD, it actually creates new trade, and of course you aren't sorry to see new faces in the store.

WESINOD SOAP has the curative and beneficial effects of Resinol Ointment, which is now used so extensively by the medical profession.

WESINOD SOAP is more than a cleanser: it is a restorer, preserver and beautifier of the skin, and as such is attracting the favorable attention of women.

Enclosed is a reproduction of our advertisement in the magazines this month and a list of the magazine in which the copy appears.

We are educating 10,000,000 readers to feel the need of WESINOD SOAP.

A supply of our liberal samples and a trial order to be used in a window display will show you the possibilities.

May we send samples and a trial gross?

Yours for more soap money,

WESINOD SOAP COMPANY

This is a strong selling letter that interests the reader, disarms his natural objection to adding an additional line of soap and presents briefly convincing reasons for stocking with Wesinod. While this letter is intended to get the order, it effectively paves the way for further correspondence

It is unnecessary to take up here the elements that should go into the sales letter—attention, interest, argument, proof, persuasion, inducement and the clincher. But it is well to emphasize three points that are especially important in the original letter in the series: confidence, price and the close.

One thing sure, unless you can win the confidence of your prospect from the start, your whole campaign is going to be a waste of time, paper and postage. Distrust and prejudice, once started, are hard things to overcome by mail, particularly

Dear Sir:

"If your magazine pulls as well as the Blank Monthly I will give you a twelve-page contract."

That remark wasn't meant for our ears, but one of our solicitors couldn't help overhearing it. It was made by a prominent advertiser, too. We wish we could give his name, but when we asked permission to quote he smiled and said he'd rather not. So, we'll have to refer you to our advertising pages.

But the remark speaks pretty well for the Blank Monthly, doesn't it? It's not surprising, though. The Blank Monthly goes into 151,000 homes. It is taken and read by the best class of technical, scientific and mechanically inclined men, representing one of the choicest classes of buyers in America.

Our subscribers are great buyers of things by mail. Dozens of our advertisers have proved it. They don't sell shoddy or cheap goods, either. That's why we believe your advertising will pay in the Blank Monthly. If we didn't believe it, we shouldn't solicit your business.

Try your copy in the June issue, which goes to press on April 27—last form May 6.

If you send copy TODAY, you will be sure to get in.

Very truly yours,

W. R. Williams

The quoted language gives the opening of this letter an interesting look. The first three paragraphs are strong. The fourth paragraph is merely assertive, and is weak. A fact or two from some advertiser's experience would be much better.

when you are a concern or individual unknown to the man to whom you are writing.

And so with this in mind, be careful of the tone of your letter. Be earnest, make reasonable statements, appeal to intelligence or the experience of the reader and deal with specific facts rather than with mere assertions or claims. There is no

inspiration to confidence in the time-worn claims of "strongest," "best," and "purest". Tell the facts. Instead of saying that an article is useful in a dozen different ways, mention some of the ways. When you declare that the cylinder of your mine pump is the best in the world, you are not likely to be believed; the statement slips off the mind like the proverbial water from a duck's back. But when you say that the cylinder is made of close-grained iron thick enough to be rebored, if necessary, you have created a picture that does not call for doubt. But watch out that you don't start an argument. Brander Mathews gives us a great thought when he says that "controversy is not persuasion." Don't write a letter that makes the reader feel that he is being argued into something. Give him facts and suggestions that he can't resist; let him feel that he has convinced himself. This paragraph fails of its purpose, simply because it argues. You can almost picture the writer as being "peevish" because his letters haven't pulled:

"This stock is absolutely the safest and most staple you could buy. It will positively pay regular dividends. We stand back of these statements. You must admit, therefore, that it is a good buy for you. So why do you hesitate about buying a block of it?"

On the other hand, this appeals to the investor because it has genuine proof in it:

"No stockholder of ours has lost a dollar through fluctuation in the price of the stock, though we have been doing business for fifteen years. Our stock has been readily salable at all times. No dividend period has ever been missed. The quarterly dividend has never been less than 2½ per cent. During the depression of 1907--1908 our stock maintained itself at 40 per cent above par when other industrial stocks were dropping to par or below. Surely, here is an investment worth your investigation."

Telling specific facts helps to produce conviction as well as to create confidence. Not every one is a genius in the handling of words, but every writer of a letter that is to bristle with conviction must use his imagination. He must put himself

mentally in the place of the typical customer he is addressing and use the arguments and facts that would convince him. The writer should try to see himself enjoying the foods or service—picture his satisfaction. Then he has a better chance of reproducing his picture in the mind of the reader.

For instance, read this paragraph of idle assertions:

"Buy our hams once and you will buy them always. All of our meat is from young hogs, and is not tough, but is high-grade. Nothing but corn-fed stock is used. We guarantee the quality. We use good sugar in curing our hams, the best quality of saltpeter and some salt. The result is a natural flavor that can't be beat. We challenge competition."

And now contrast it with this real description of the same product, calculated to create confidence in the trademark it bears:

"This mark certifies that the hog came from good stock, that it was corn-fed in order that it might be firm and sweet--that it was a barrow hog, so that the meat would be full-flavored and juicy--that it was a young hog, making the ham thin-skinned and tender--well-conditioned and fat, insuring the lean of the ham to be tasty and nutritious. The mark certifies that the ham was cured in a liquor nearly good enough to drink, made of granulated sugar, pure saltpeter and only a very little salt; this brings out all the fine, rich, natural flavor of the carefully selected meat, and preserves it without 'salty pickling.'"

Note how much more graphic the second is than the first, and every statement is backed up by a logical reason.

The testimony of other people, especially of those in positions of authority and those who would not be suspected of bias, has much convincing power. There is nothing in the contention that "testimonials are out of date." They constitute the strongest kind of support. But get testimonials that really say something. The man who writes and says that he got out of the book he bought from you an idea that enabled him to make a profit of \$50 the first week, says a thousand times more than the man who writes and merely says that he was pleased with his purchase.

Let price come in the letter just about where it would come in an oral canvass. The skillful salesman of high-priced shirts doesn't talk about the \$3 price until he has shown the shirt and impressed the customer. If price is the big thing—is lower than the reader is likely to imagine it would be—it may be made the leading point and introduced at the outset, but unless it is an attraction, it should be held back until strong description has prepared the reader for the price.

The method of payment and delivery must be treated effectively in the closing paragraphs. The following plans all have their use:

Offer to send on free trial for ten days or longer;

Offer to send for free examination, payment to be made to express agent when examination has shown article to be satisfactory;

Offer to send on small payment, the small payment to be a guarantee against trifling, balance payable on examination;

Offer to sell on easy-payment plan;

Offer to sell for cash but with strong refunding guarantee;

Offer to supply article through local dealer on reader's authorization. With such an authorization, the advertiser has a good opening to stock the retailer.

The price feature offers one of the best opportunities to give the letter real inducement. If the price is in any sense a special price, make it clear that it is. Sometimes you can hang your whole letter on this one element.

Reduced price, if the reduction is set forth logically, is a strong feature. One publisher uses it in this fashion:

"We have just 146 sets of these books to sell at \$18.80. When the new edition is in, it will be impossible to get a set at less than \$25. The old edition is just as good as the new, but we are entirely out of circular matter describing the green cloth binding, and as we don't want to print a new lot of circulars just to sell 146 sets, we make this unusual offer. Now is your chance."

Advance in price is almost as strong. It's a lever to quick action:

"On the 1st of October the rate of the MESSENGER will go up to one dollar a line. If you place your order before the thirtieth of this month you can buy space to be used anytime before January 1 next at seventy-five cents a line. After the thirtieth positively no orders will be accepted at less than one dollar a line. Our present circulation entitles us to a dollar a line right now for that matter.

"Don't let this letter be covered up on your desk. Attend to this matter now or instruct your advertising agent to reserve for you, and get a big space bargain."

Price in this case is in effect a part of the close. It spurs the reader to "order now."

Setting a time limit in which a proposal holds good is also a strong closer. A large book publisher finds it effective to make a discount offer good if accepted within a certain number of days.

Guarantee offers are strong. Don't content yourself with the old "absolutely guaranteed" expression. Be definite. "Order this buggy, and if you are not entirely satisfied at the end of a month that it is the biggest buggy value you ever had for the money, just write me and I'll take the buggy back without quibbling. Could any offer be fairer? I make it because I've sold 246 of these buggies since January, and so far no man has asked for his money back."

The sum-up is as important a part of the sales letter as it is of the lawyer's speech or brief. It should concentrate the whole strength of the letter at the close, as for instance:

"So you see that though our machine is apparently high-priced it is really cheaper by the year than another machine. Our offer of a free trial right in your own plant gives you absolute protection. It is quite natural, of course, for us to be desirous of getting your order, but we do not see how you can, from your own point of view, afford not to put the Biemarek in your factory."

And finally, help the prospect buy. The sales letter designed to bring the order must provide an easy method of ordering. In the first place, a great many people do not understand how to order. To others, making out an order is a task that is likely

to be postponed. By making it easy for the reader to fill out a blank with a stroke or two of the pen while the effect of the letter is strong, a great many orders will be secured that would otherwise be lost.

It should be axiomatic that if a letter is expected to pull business through the mails it must place before the recipient every facility for making it easy and agreeable to reply and reply NOW. How this can best be done will be taken up more fully in a separate chapter on "Making It Easy to Answer."

One thing to remember particularly in the case of the original sales letter is that if possible it should have a definite scheme behind it. A reason for the offer, a reason for the letter itself.

A safe-deposit vault was well advertised by sending out letters that contained a special pass to the vault with the name of the reader filled in. Of course the letter gave a pressing invitation to call and allow the custodian to show the vault's interesting features.

Still another clever letter soliciting rentals of safe-deposit boxes proposed that in case the reader now had a box elsewhere, they would take the lease off his hands. In reality they merely gave him free rental until his other lease expired, but the scheme was cleverly planned.

A buggy maker wrote enclosing duplicate specifications of a buggy he had just had made for his own personal use, and suggested that he would have another made for the reader exactly like it and turned under the same careful supervision.

Letters that give the reader something or offer to give him something have similar effect. The letter about a new facial cream will command extra attention because of the small sample of the cream enclosed. In fact, one cold cream company finds it an effective plan to send a sample and a sales letter to druggists' mailing lists or to names taken from telephone books, telling the reader in the final paragraph that the cream can be purchased at the local drug store.

A letter offering a sample can of a high-grade coffee for the name of the reader's favorite grocer will bring a good response and afford the advertiser a strong hold on the grocer.

A favorite method of securing savings depositors is to send a good "savings letter" that offers a free home-savings bank or a vest-pocket saver.

Even calendars may be given out more effectively by sending a letter and telling the reader that a good calendar has been saved for him and asking him to call at the office.

A striking paragraph of a real-estate dealer's soliciting letter is one that asserts that the dealer has a client with the cash who wants just about such a house as the reader of the letter owns.

A real-estate dealer whose specialty is farms has this telling sentence in his original letter: "Somewhere there is a man who will buy your farm at a good price; I should like to find that man for you."

There is hardly a product or a proposition that does not offer opportunity to put some scheme behind the letter. And such a plan doubles the appeal of the original sales letter. But once more, remember, do not put all your ammunition into the first letter. Be prepared to come back in your second and third letters, not simply with varied repetitions, but *more* reasons for buying. Make your first letter as strong as you can but at the same time—pave the way.

The Letter That Will BRING an *Inquiry*

PART VII

HOW TO GET ORDERS BY LETTER

CHAPTER 2

COMPARATIVELY *few propositions can be sold in the first letter; in most campaigns it is enough to stimulate a man's interest and get him to reply. This chapter gives specific schemes that have proved successful in pulling answers—in making an opening for the heavy artillery of the follow-up.*

THINK what a problem you would have if you started out as a salesman to sell a certain article with no definite idea of where to find your prospects. You might interview a hundred men before you found one who was interested. That would be pretty slow and pretty expensive selling, wouldn't it?

And think what it would mean if you were to send out broadcast a thousand expensive booklets and follow-up letters only to receive one reply from the one man with whom you effected a point of contact. That, too, would be a prohibitively costly method of selling.

Yet one or both these methods would in many cases be necessary were it not for the inquiry bringing letter. The inquiry letter is a "feeler"—the advance agent of the selling campaign. It goes broadcast to find and put its finger on the man who is interested or who can be interested, and his reply labels him as the man whom it is worth while for your salesman to see or who is at least worth the expense and endeavor of a follow-up series.

The inquiry letter is like the advertisement which asks you to send for a catalogue or booklet. The advertisement writer

believes that if you are interested enough to write for the booklet, you will be interested enough to read his sales letters, and possibly become a purchaser. It is the same with the inquiry-bringing letter. It is simply a sieve for sifting out the likely prospects from the great mass of persons who for many reasons could not and cannot be interested into a buying mood concerning your proposition.

The great advantage of the letter which induces the recipient to express his interest in an inquiry is that you not only make him put himself unconsciously under an obligation to read further details, but you give time for the thoughts that you have started to get in their work.

The fact that a man has decided to ask for more information and has put that decision in writing is of considerable psychological value.

The one thing the salesman hopes to find and the one thing the letter writer strives to create is a receptive mood on the part of his prospect. The inquiry letter insures that the moment a man answers it, he has put himself into a frame of mind where he waits for and welcomes your subsequent sales talk.

He looks forward with some interest to your second letter. At first there was just one party to the discussion. Now there are two.

In this respect the letter is like the magazine advertisement. Give all the details of a \$500 piano in an advertisement of ordinary size, quoting the price at the close, and it is extremely unlikely to bring the reader to the point of deciding that he will buy the piano. It is better to deal with some point of interest about the piano and offer a fine piano book free.

And right here it is worthy of mention that interesting books with such titles as "How to Select a Piano," "How to Make Money in Real Estate," "Bank Stocks as an Investment," or "The Way to Have a Beautiful Complexion," make letters as well as advertisements draw inquiries of a good class.

In other words, offer an inducement, give your man a *reason* for answering.

When you have written a letter calculated to draw inquiries, put yourself in the position of the man who is to get it and read it through from his standpoint. Ask yourself whether *you* would answer it if you received it. Test it for a reason, an inducement, and see if it has the pulling power you want it to have.

If you are offering a book, for example, impress the reader with the real value of the book, magnify its desirability in his mind. A paper company does this admirably when it writes:

"The new Condax specimen book is a beautiful thing--not a mere book of paper samples, understand, but a collection of art masterpieces and hand lettered designs printed with rare taste on the various kinds of Condax papers. Many have told us it is the finest example of printing they have ever seen come from the press.

"We feel sure you would treasure the book even for its artistic merits, but we are not sending you one now simply because there is such a tremendous demand for it that we do not like to chance having a single copy go astray and we want yours to reach you personally. We are holding it for you and the enclosed card will bring it, carefully wrapped, by return mail."

Of course such a book must be designed to do the proper work when it gets into the hands of the reader.

It is a mistake to tell a great deal in the inquiry-bringing letter unless you can reasonably hope to close a sale. A man will act on impulse in ordering a one-dollar article, but he isn't likely to be impulsive about an insurance policy. If you give him the entire canvass on an insurance policy at the first shot, it will have to be of extraordinary interest and convincing power to close the sale. The subject is new. The prospect has not had a chance to think over the facts. He is suspicious of your power; afraid of hastiness on his own part. He is likely to give himself the canvass and decide "No," before giving you any further chance.

Appeal to curiosity. Arouse interest and leave it unsatisfied.

Remember that your inquiry letter is a definite part of your campaign. Therefore it must be consistent with what is to follow and must pave the way naturally for it. Seek replies only from those who can use and can afford to buy the article you have to sell.

A maker of a specialty machine got out an inquiry letter along this line:

"If you are tired of a salaried job, if you want to get into a big-paying, independent business of your own, I have a proposition that will interest you."

Of course he got a big percentage of replies, for what man does not want a big-paying, independent business of his own? But when in his follow-up letter he stated his proposition, offering state rights to his machine for \$5,000, he shot over the

Dear Sir:

I should like to have you consider buying the enclosed series of talks on advertising for use in your paper.

I am an expert advertising man and I have spent a great deal of time and energy on these talks. I know that they will produce results that will be very satisfactory to you for they are based on the real experience of an expert.

The price of these talks--that is, the right to use the talks and illustrations in your city--is \$15, which you must admit is dirt cheap, considering the quality of the matter.

All the progressive publishers are jumping at the chance to get these talks at the low price I am quoting them.

If you do not accept my offer, one of your competitors will certainly do so, and you will lose prestige.

Hoping to hear from you at once and promising careful attention to your valued favors, I am

Truly yours,

Harry L. Peck

This letter has an unfortunate beginning. The writer starts by considering his own interests rather than those of the publisher. It is not tactful to begin with "I want-to-sell-you-something" talk. The second paragraph is merely an egotistic statement. No facts are furnished to impress publisher. In the third paragraph price is introduced before desire is created. The fourth paragraph is a palpable boast that will not be believed and an insinuation that the publisher addressed may not be progressive. The suggestion about the competitor is likely to arouse antagonism. The close is hackneyed and the entire letter is rather an advertisement of the writer's inability rather than of his ability.

heads of 99 per cent of the men who had answered his first letter. His inquiry letter had completely failed of its purpose. It was not selective, it was general.

So don't deceive. Nothing is gained by deception in a high-grade venture. Your offer to give away a first-class lot in a first-class suburban real-estate campaign will make a good class

of readers suspicious of you. And though you may get many inquiries from those who are looking for something for nothing, the chances are that the inquiries will be of a very poor quality. Better get two per cent of first class prospects than ten per cent that will only waste your time. You must not forget that it costs money to solicit people either by mail or by salesmen.

Heading and first sentence introduce a subject of vital interest to publishers.

Facts and arguments which show that the writer knows conditions.

As he has had such wide experience he understands the situation and his words carry conviction—touch a tender spot with every publisher

HOW TO INCREASE YOUR ADVERTISING RECEIPTS

What would it be worth to you to have a dozen more local advertisers buying your space regularly?

How much money would it mean to have in the paper regularly just a few of those who advertise poorly and spasmodically for a short time, then drop out and whine that "advertising doesn't pay?"

I know your problems. I have had soliciting experience as well as broad copywriting experience. I served three years on the advertising staff of THE BALTIMORE NEWS--the paper for which Mr. Munsey recently paid \$1,500,000. I know how hard it is to get a certain class of local advertisers started. I know how hard it is to keep them going after they once start. Of course YOU know why some advertisers come in the paper but won't stay. They can't see where their money comes back, AND THE PLAIN TRUTH IS THAT OFTEN IT DOESN'T COME BACK simply because these advertisers don't advertise intelligently.

Your solicitors are not all skillful copy-writers. Soliciting ability and copy-writing ability rarely go together. Even if your solicitors were all good copy-writers, they wouldn't have time to study each advertiser's proposition exhaustively.

But if you expect to keep your advertising receipts up to the high-water mark, you can't always do ALL SOLICITING and NO HELPING. You must assist the advertiser to get the full value

of the money he spends with you. How? This letter answers the question.

Clear and logical.

Read the attached **SECRETS OF SUCCESSFUL ADVERTISING**. They are short, but they are interesting and they are practical. Note the plain examples of the good and the bad. These talks will encourage advertisers to begin and will help those who come in to get the worth of their money. If you sent all of your customers and prospective customers a book on Advertising--even if a suitable one were available--it might insult some. Perhaps only a few would read it thoroughly. Besides, it would probably cost you a hundred dollars.

These short talks can be used on days when you are not pushed for space. You can see that they look readable. They can be read in a minute or two. The cost is insignificant, considering the results that are sure to come from this campaign of education. Suppose only two or three new patrons came in as the result; you would get back your little investment over and over. Who will educate your customers and prospective customers if you don't?

An effective, confident close that commands respect and consideration.

I do not urge you. Just read the articles. I know what you, as a progressive publisher, will think of them. Let me hear from you as soon as convenient, for if you do not want the service, I shall want to offer it elsewhere. You are the only publisher in your city to whom I am now offering the service. I enclose stamp for the return of the sheets in the event that you do not keep them.

Yours, for more and better advertising.

Harry L. Peck

The question of how to open your inquiry letter is a big one. Good beginnings are as varied as the proposition which the letter presents.

The straight question usually commands attention. "Do you get the best price for your goods?" "Are you securing all the advertising patronage you are entitled to?" "Couldn't you use an extra pair of good trousers?" "Do you collect

98 per cent of your accounts?" Openings of this kind rivet attention.

With some letter-writers, the direct command style of opening is popular. "Get more advertising. How? This letter answers

Gentlemen:

Your easiest profits are those you make by saving expense.

There is one way you can save rent; save wages; save damage to samples and still sell more goods.

Install a Patent Extension Display Rack in any department you like--picture, linen, notions, sporting goods, etc., and you will add 30 square feet of display for every foot you use. You will enable one salesman to do the work of two. You will save the time your salesmen now spend in getting out goods and putting them away. You will prevent the samples from becoming soiled.

Don't take the trouble to write us a letter. Just pencil on the foot of this the name of the manager of the department you would like to begin with, and we will explain all about these display racks to him.

Yours very truly,

Smith and Jones

P. S. Marshall Field & Co., of Chicago, bought the first Extension Display Rack we sold and they have been buying ever since. Their last order just received amounts to nearly a thousand dollars. Can you afford not to investigate?

The reference to easy profits at once interests every business man and the method of saving rent, saving wages and increasing sales is certain to be investigated. The third paragraph presents good argument—short and to the point. The letter is extremely easy to answer—just a few words with a pencil and that is all. Proof of the merit of the article in its satisfactory use by a large wholesale house is cleverly brought out in the postscript

the question." "Wear tailor-made clothes at the price of ready-made." "Make your money earn you six per cent." If these openings are chosen with the care that the advertising man uses in selecting headings for advertisements, attention will be secured.

Another good way to win the interest of the prospect is to offer to help him in his buying in some specific way. A firm selling diamonds by mail, for instance, does it in this fashion:

"Unless you are an experienced judge of precious stones, it is almost impossible to buy a diamond at random and be certain of getting value for your money. But you need not take chances. Our best expert has written a booklet telling just how to determine diamond value, how to detect flaws, and explaining the choicest cuttings. Whether or not you buy of us, this little book will be of inestimable value to you in buying stones. We will be glad to send you a copy for the asking."

Still other writers follow the declarative form of opening. "Allison Preferred has advanced to 106 in a week." "Yesterday we sold for \$10,000 cash a property that was put in our hands only Tuesday." But inasmuch as the declarative form lacks a little of the inherent interest of the question or the command, it should deal with some point of particular "interest value" to the class addressed.

Style and interest value are just as important in the letter that is to draw an inquiry as in the letter designed to make a sale. Some think that just because a letter is fairly certain to reach a man if properly addressed, it is easy to get a reply. Far from it. Unless there is a good reason for a man answering a letter, he isn't going to do it.

Suppose that a furniture dealer, on receiving a new stock of furniture, writes a letter like this to a list of several hundred women:

"Our fall stock of furniture arrived on Saturday and is now on exhibition on our third floor. The showing is unsurpassed. Here you will find something to suit you, whether you wish oak, mahogany, walnut or birch. We invite you to pay us a call."

Some who would probably have come anyway may come in response to such a letter or may write for special information. But this style of a letter will bring results:

Dear Mrs. Brown:

I remember that when you purchased the mahogany bed last March you expressed a desire to buy a dresser that would match. In the new lot of furniture that we put on our floors only yesterday are several dressers that would match your piece perfectly. Come in and see them. I should like you to see also the dressing tables and chairs that match your dresser, even if you are not ready just now to get an entire set.

The first letter has little point to it. The second has personality and interest, and signed by the salesman that sold the first piece of mahogany, is certain to bring the customer in if anything would.

A strong method of closing letters of this sort is to have final paragraphs of this style: "May we tell you more? This won't put you under the least obligation. If we can't show you that it is to your interest to take up this matter, it is our fault—not yours. Mail the card now and let us put all the facts before you."

A post card or a postal card should be enclosed in all inquiry-bringing letters. The request for further details should be printed, so that the prospect has only to sign his name and mail the card. In other words, make it easy for the prospect to answer. Another thing, don't print anything on the card that will make it appear that the prospect is committing himself. Paragraphs of this sort have proved effective: "Without committing myself, I give you permission to furnish me full information about the subject mentioned in your letter."

The card method is particularly good if the inquiry is to be followed up by a solicitor, for the card may be sent conveniently to the solicitor who will take it with him when he calls. It sometimes pays to have all the inquiries from a certain territory sent on cards addressed to a certain solicitor, though the inquirer may think at the time of inquiring that the one whose name appears on the card merely is the correspondent that wrote the letter. The advantage is that a prospect who sends in a card addressed to "Mr. H. E. Carrington, care of the Smith Publishing Company," has seen Mr. Carrington's name. When Mr. Carrington calls, the inquirer is sometimes flattered to think that the gentleman has been sent from the home office. As he has written a card to Mr. Carrington, he cannot with good grace deny an interview.

The man who writes and offers to do something without putting the least obligation on the inquirer who accepts the offer is hard to turn down. A writer of advertisements, after a courteous criticism on advertisements that he doesn't like, closes in this way: "I think I can show that it is to your interest to use some copy of my construction. If I can't, certainly it won't be your fault. May I show you what I think is a more profitable way of advertising these goods? If when you see my copy you are not more than satisfied to pay my bill, there won't be any ill feeling on my part. The decision will rest with you."

THE INQUIRY BRINGING LETTER

WHAT IT MUST DO	WHAT IT MUST NOT DO
STIMULATE INTEREST	AROUSE IDLE CURIOSITY
AWAKE DESIRE FOR FURTHER INFORMATION	CREATE EXAGGERATED IDEAS
GIVE REASON FOR ANSWERING	GIVE FULL PARTICULARS
MAKE INDUCEMENT FOR ANSWERING	MISREPRESENT PROPOSITION
PAVE WAY FOR FOLLOW UP	WASTE ARGUMENTS
CALL FOR IMMEDIATE ACTION	CLOSE WAY FOR FURTHER LETTERS

A townsite company, selling town lots by mail, uses a device that gets replies when ordinary requests would be disregarded.

As a close to three page form letter this paragraph is used:

"We enclose letter that the railway company wrote us. Please return it in the enclosed stamped envelope, and tell us what you think of our plan."

The next sheet following is a fac-simile letter from a prominent railway official commending the plan, so mak-

ing it easy for the prospect to add a few words of commendation.

This is a clever scheme to coax a reply out of the prospect—and it is certain that he carefully reads the letter from the railroad company before he returns it. No matter what the nature of his letter it gives an opportunity for a personal reply.

A clothing manufacturer has an effective method of drawing out a fresh inquiry or indication of interest from his mailing list by inquiring what satisfaction the reader got out of the last suit ordered, asking a criticism of service if the buyer has any to make, saying that anything that was wrong will be made right.

Writers of investment letters have found that it pays to emphasize the fact that only a small lot of stock is available. If the letter leads the prospect to believe that barrels of the stock will be sold, the effect will be prejudicial. The "limited quantity" idea is effective in selling other things.

An investment letter that brought good results where the signer of the letter knew all those to whom the letter was sent made the statement that four or five shares of stock had been put aside for the prospect. Practically no more information was given in the letter, but full information was offered on receipt of request. The request gave opportunity for the salesman to call. This "putting aside" idea may be applied to clothing and other commodities. Its efficiency lies in the fact that it gives a definite point to the letter.

In the letter that angles for an inquiry, do not tell too much. Whet the appetite and arouse the curiosity. Make them hungry to learn all about it, make them come back like Oliver Twist and ask for more. But it is fatal to paint a proposition in such brilliant colors that there is a chance for disappointment when the prospect gets his additional information. Nor should an offer of a free booklet or free samples be made so alluring that the letter will be answered out of idle curiosity when the recipient is really not a prospect at all.

Schemes without number can be devised to get a reply and only enough should be put in such a letter to stimulate a reply, saving up the real arguments and the big talking points for the letter that aims on getting the actual order.

How To Close Sales By LETTER

PART VII

HOW TO GET ORDERS BY LETTER

CHAPTER 8

SUPPOSE that your most obstinate "prospect"—a man in the next block on whom your cleverest salesman had used every tactic and had been rewarded only by polite turn-downs until he had lost hope—should call up some afternoon and ask you to send over a salesman. Would you despatch the office boy? Or would you send your star salesman? Yet if that prospect lived a hundred miles away and sent in a letter of inquiry, one out of two firms would entrust the reply to a second or third rate correspondent—entirely forgetful that an inquiry is merely a clue to a sale, and not a result in itself. This chapter shows how to GET THE ORDER by letter.

THE man who inquires about your goods isn't "sold" by a long ways. He is simply giving you an opportunity to sell him. Inquiries aren't *results*, they're simply *clues* to possible sales, and if you're going to follow those clues up and make sales out of them, you need the best men you can find and the best letters those men can turn out to do it. Inquiries of good quality are costly, frequently several times as costly as the advertiser figures in advance that he can afford to pay. Yet, strange to say, many advertisers will employ \$50 or \$100 a week ability to write advertisements that will produce inquiries and then expect \$10 or \$15 men to turn them into sales. As a matter of fact nine times out of ten the hardest part of the transaction is to close the sale.

An inquiry is merely an expression of interest. The reader of the advertisement says, in effect, "All right, I'm impressed. Go ahead and show me." Or, if he hasn't written in reply to an advertisement, he sends an inquiry and invites the manufacturer or dealer to tell what he has. To get the highest possible proportion of sales from each hundred inquiries, requires that the correspondent be as skillful in his written salesmanship as the successful man behind the counter is with his oral canvass and his showing of the goods.

If the truth were known, it is lack of appreciation of this point that discourages most concerns trying to sell by mail, and it is the real secret of a large percentage of failures.

A clock manufacturer notified the advertising manager of one of the big magazines that he had decided to discontinue his advertising. "The inquiries we get from your magazine," he wrote, "don't pan out." The advertising manager thought he saw the reason why and he made a trip down to the factory to investigate. Reports showed that in two months his magazine had pulled over 400 inquiries, yet out of that number just seven prospects had been sold.

"Will you let me see your follow up letters?" he asked. They were brought out, and the advertising manager almost wept when he read them. Awkward, hackneyed, blundering notes of acknowledgement, they lacked even the merest suggestion of salesmanship. They would have killed rather than nourished the interest of the average prospect. He sent the set of letters up to the service bureau of his magazine and a new series of strong convincing letters such as the clock deserved, were prepared.

On the strength of these he got the advertiser back in and the next month out of 189 inquiries, forty-six clocks were sold. Think of the actual loss that manufacturer suffered simply because he did not really appreciate that inquiries aren't sales!

Get this firmly in mind and then get the proper attitude toward the inquirer. There is a big difference between the original sales letter and the answer to the inquiry. You haven't got to win his interest now. You've got that. But you have got to hold it and develop it to the buying point. Your man has asked you something; has given you the chance to state your case. Now state it in the most complete, convincing way you know how.



Unique enclosures catch the eye and insure a reading of the letter. Here are shown two facsimile bonds—one, an investment bond and the other a guarantee bond; a sample of the diploma issued by a correspondence school and a \$15.00 certificate to apply on a course. The axe-blade booklet carries the message of a wholesale hardware house, and the coupon, when filled out, calls for a free sample of toilet preparation



Neither printed descriptions nor pictures are as effective as actual samples of the product advertised. Here are shown different methods of sending samples of dress goods, shirtings, and cloth for other purposes. At the right are some pieces of wood showing different varnishes and wall decorations, and at the bottom are veneers that show different furniture finishes; the various colored pieces of leather are likewise used by furniture houses in showing the styles of upholstery.

A good way to get at this is to put yourself once more in the other man's place. What do *you* like to get when *you* answer

Dear Sir:

We are pleased to receive your request for "Wilson's Accounting Methods," and a copy goes forward by today's mail. Do not fail to notify us if it fails to reach you within a day of the receipt of this letter.

Your attention is particularly called to the descriptive matter on pages 3 to 9, inclusive. We are confident that among the forty stock record forms there illustrated and described you will find a number that will save time and labor in your office. You will see that our stock forms are carried in two sizes--3 by 6½ inches and 5 by 8 inches, the smaller size being furnished at \$2 a thousand and the larger size at \$2.50 a thousand, assorted as you desire.

Should you desire special forms to meet your individual requirements, we can furnish them to order, printed from your copy, on one side of linen-bond stock--your choice of five colors--at \$3.50 a thousand.

On pages 116 to 139 you will find complete descriptions and order blanks of our special introductory outfits, ranging in price from \$1 to \$22.

We make these attractive offers to enable our customers to select outfits that can be installed at a very small cost, and we ship any of our stock outfits with the distinct understanding that if they are not entirely satisfactory they may be returned to us at our expense.

Under the liberal conditions we make, you incur no risk in placing an order, and we trust that we may be favored with one from you right away. By purchasing direct from us--the manufacturers--you eliminate all middleman's profits and are sure to get proper service.

Let us hear from you.

Very truly yours,

Anderson & Anderson

A letter that sums up well the principal features of the goods described in detail in the catalogue and the strong points of the manufacturer's plan of selling. The letter is closely linked with the catalogue. Such a letter as this is a strong support to the catalogue.

an advertisement? And how do you like to get it? First of all you like an answer promptly.

"I have had some experiences lately," says one business man, "that have made me feel that promptness and careful attention to all of a correspondent's requests are fully as important as the literary part of business correspondence. I am interested in an enterprise in which material of various kinds will be used—sample jars, mailing cases and so forth. I have been writing to manufacturers in the effort to get samples and prices.

"In several cases it really seemed to me as if the manufacturer was trying to test my patience by waiting from three days to a week before answering my letter. Several of them forgot to send the samples they referred to in their letters. In other cases the matter of samples was overlooked for a few days after the letter was written or the samples were ordered forwarded from a distant factory without any explanation to me that the samples would be a few days late in arriving. In still other instances references were made to prices and sizes that were not clear, thus necessitating another letter and a further delay of a week or ten days.

"As I had to have all the material before I could proceed with any of it, one man's delay tied up the whole job."

Really when one has a chance to see the dowdy, indifferent way in which a great many business concerns take care of inquiries and prospective customers, the wonder is that there are so many successes and not more failures.

How refreshing it is to get a reply by return mail from an enterprising man who is careful to label every sample and to give you all the necessary information in complete form and to write in such a way as to make you feel you are going to get prompt, careful service if your order is placed with him. It is a pleasure to send business his way, and we do it, too, whenever we can.

It is easy enough to look out for these things when a regular method is adopted. With a catalogue before him, the correspondent should dictate a memorandum, showing what samples or enclosures are to be sent and how each is to be marked. By referring to the memorandum as he dictates, the references will be clear.

Cherish both carefulness and promptness. You don't know what you sometimes lose by being a day late. An inquirer

often writes to several different concerns. Some other correspondent replies by return mail, and the order may be closed before your belated letter gets in its work, particularly if the inquirer is in a hurry—as inquirers sometimes are. You may never learn why you lost the order.

When you cannot give full attention to the request immediately, at least write the inquirer and tell how you will reply fully in a day or so or whenever you can. If you can truthfully say so, tell him that you have just what he wants and ask him to wait to get your full information before placing his order. In this way you may hold the matter open.

Dear Sir:

Replying to your esteemed favor of recent date would say that we have noted your request for a sample of Royal Mixture and that same has been forwarded.

This tobacco is absolutely without question the finest smoking tobacco on the market today. This statement will be substantiated by tens of thousands of smokers.

We hope to receive your valued order at an early date and remain

Truly yours,



The first paragraph of this letter is so hackneyed that it takes away all personality, and there is nothing in the second paragraph to build up a picture in the reader's mind of an enjoyable tobacco.

Now as to the style and contents of your letter, here's one thing that goes a long way. Be cheerful. Start your letter by acknowledging his inquiry as though you were glad to get it. "Yours of the 15th received and contents noted," doesn't mean anything. But how about this: "I was glad to find on my desk this morning your letter of the 15th inquiring about the new model Marlin." There's a personal touch and good will in that. A correspondence school answers a prospective student's inquiry like this. "I really believe that your letter of the 6th which came to me this morning, will prove to be the most important letter that you ever wrote." An opening such as this

clinches the man's interest again and carries him straight through to the end. Don't miss an opportunity to score on the start.

Dear Sir:

Your order for a sample pouch of Royal Mixture is greatly appreciated. The tobacco was mailed to-day.

To appreciate the difference between Royal Mixture and the "others," just put a little of it on a sheet of white paper by the side of a pinch from a package of any other smoking tobacco manufactured. You won't need a microscope to see the difference in quality. Smoke a pipeful and you will quickly notice how different in mellowness, richness and natural flavor Royal Mixture is from the store-bought kind.

If you are not enthusiastic over its excellence I shall feel greatly disappointed. So many discriminating pipe smokers in all sections are praising it that it makes me believe that in "The Aristocrat of Smoking Tobacco" I have produced an article that is in fact the best tobacco money can buy.

Royal Mixture is all pure tobacco, and the cleanest, best-cured and finest leaf that the famous Piedmont section of North Carolina can produce. The quality is there, and will be kept as long as it is offered for sale. Depend upon that.

The more you smoke Royal Mixture the better you'll like it. This is not true of the fancy-named mixtures which owe their short-lived popularity to pretty labels, fancy tin boxes and doctored flavors. I give you quality in the tobacco instead of making you pay for a gold label and tin box.

The only way to get it is by ordering from me. Royal Mixture goes right from factory to your pipe--you get it direct, and know you are getting it just right, moist and fresh.

Right now, TO-DAY, is the time to order. A supply of Royal Mixture costs so little and means so much in pipe satisfaction that every hour of delay is a loss to you. It's too good to do without. Money refunded promptly if you are not satisfied.

If it is not asking too much of you, I would like to hear within a day or two just how the tobacco suits you. Will you not write me about it? Be critical, as I desire your candid opinion.

Respectfully yours,

Edward Benson

The letter is here re-written, making it interesting from first line to the last. It makes one feel that Royal Mixture is something unusually good

Second, be sure you *answer* the inquiry—every point in it. You know how provoked you are when you ask a question and the correspondent in replying fails to answer. Be sure you answer all the questions of the inquiries you handle. Give letters a final reading, to be sure. It is often advisable to quote the inquirer's questions or to use side-heads that he will understand you refer to the questions he asked.

For example, suppose that a real estate agent has received an inquiry about a farm. The inquiry can be clearly answered by adopting a style like the following:

We are very glad to give you details about the Abbott farm in Prescott County.

LOCATION.--This farm is on the macadam road between Frederick and Whittsville, three miles from Frederick. There is a flag station on the D. & L. railroad one and a quarter miles from the farm gate on the macadam road.

TRANSPORTATION FACILITIES.--There are six trains a day on the D. & L. road that will stop at the flag station mentioned. These trains give a four-hour service to Baltimore.

This style of letter is a great aid to the writer in bringing related points together and thus strengthening description and argument.

If the inquiry involves the sending of a catalogue, hook the letter and the enclosure together by specific references. It adds immensely to the completeness of your letter. And don't be afraid to repeat. No matter what is in the catalogue or booklet that is sent along with the letter, the letter should review concisely some of the most important points. The average person will pay closer attention to what is said in the letter than to what appears in the catalogue. The letter looks more personal. For example:

On page 18 you will see described more fully the cedar chest that we advertise in the magazines. Pages 20 to 28 describe higher-priced chests. All these chests are of perfect workmanship and have the handsome dull egg-shell finish. The higher-priced models have the copper bands and the big-headed nails. Use the order blank that appears on page 32 of the catalogue, and be sure to read the directions for ordering that appear on page 30.

These descriptions and references tie the letters strongly to the enclosures and thus unify the entire canvass.

The woman who gets a letter telling her that the refrigerator she inquired about is described and illustrated on page 40 of the catalogue sent under separate cover, and then reads some quoted expressions from people in her town or state who have bought these refrigerators, is more likely to order than if a letter is sent, telling her merely that the catalogue has been mailed under separate cover, that it gives all the information but that any special information will be given on request. The first method of replying makes it appear that the correspondent is enthusiastic about his refrigerators and really wants to sell the inquirer one. The second method is cold and indifferent. If your goods permit the sending of samples by all means enclose some with the letter. They help give the transaction that actual handling of the article, which is so great an advantage in selling over the counter. And then insure attention. No man, for example, will throw away a haberdasher's letter referring to spring shirts and enclosing some samples. The samples will get some attention, though the one who received them may not need shirts at the time.

Samples also give an opportunity to emphasize value. For instance, it is a good plan to say: "Take these samples of outings to your local store and see if you can get anything at \$25 that is half as good as what we are offering you." The fact is that few people make such comparisons, but the invitation to compare is convincing of the advertiser's confidence. For that matter, few people ask for refund of money on honest merchandise, provided the refund is limited to a brief period; but the promise of instant refund when unsatisfactory goods are returned, is a great confidence-creator.

It is not always possible for one correspondent to handle the entire inquiry. In that case it is well to let the answer indicate the care exercised in preparing it.

A part of a letter may sometimes advantageously refer to some other correspondent who can deal more thoroughly with a technical matter under discussion. A large mail-order concern employs a man who can tell customers in a tactful way just how to make coffee and tea, and he makes satisfied customers out of many who otherwise would believe that they had received inferior goods. This same man is also an expert in explaining by letter any troubles that may arise on the company's premium clocks, and so forth.

Unless such technical matters are extensive enough to require a separate letter, they can be introduced into other communications by merely saying:

"On reading what you have written about the engine, our expert has this to say:"

Then again, make your letter *clear*. Good descriptions are just as important in answers to inquiries as in letters that have the task of both developing interest and closing a sale. All that is said in previous chapters as to the value of graphic descriptions

Dear Sir:

Your esteemed inquiry has been received, and we are sending you one of our booklets.

In case none of the samples suit you, let us know what colors you like and we will send more samples.

We can save you money on trousers. A great many of the best dressers of New York and Chicago are wearing trousers made by us.

You run no risk in ordering, for if the trousers are not as I represent them or do not fit you, we will correct the mistake or refund your money.

We urge you to order immediately, as we may not have in stock the patterns you prefer.

Trusting to receive your order at an early date,

Truly yours,

L. J. Howard

This letter starts out with a hackneyed opening and not enough emphasis is put on the samples. It is a mistake to make the suggestion that the samples sent may be unsuitable. The third paragraph starts out with an assertion unbacked by proof and the second sentence is a silly boast that no one believes. A man does not pay his tailor the full price until the trousers are completed. It is a weak selling plan to try to persuade a stranger to send the entire price to an advertiser whom he knows nothing about. The plea for an immediate order on the ground that the pattern may not be in stock later is a weak and unfortunate method of argument. The final paragraph is as hackneyed as the first, and fails to impress the reader.

Dear Sir:

Here you are! This mail will bring you a sample book containing some of the neatest trousers patterns you have seen in a long time. Tear off a strand from any of them and hold a match to it; if it doesn't "burn wool" the laugh is on me.

You may wonder why I can undersell your local dealer and yet turn out trousers that "make good." Certain conditions, of which I shall tell you, make this possible.

In the first place, trousers are my specialty. Other tailors want suit orders above all, but I have built up my business by specializing on trousers alone.

I buy my fabrics from the manufacturers in large quantities at wholesale prices. The saving--the money that represents your retailer's profit--comes to you.

I don't need an uptown "diamond-front" store, with an exorbitant rental. Instead, I employ the best tailors I can find.

The trousers I make are built, not shaped, to fit you. We don't press them into shape with a "goose," either. All our fabrics are shrunk before we cut them at all. Sewn throughout with silk, the seams will not rip or give. And style--why you will be surprised to see that trousers could have so much individuality.

I could not afford to sell just one pair of trousers to each man at these prices. It costs me something to reach you --to get your first order. You will order your second pair just as naturally as you would call for your favorite cigar.

I am enclosing three samples of \$6 London woolens. These have just come in--too late to place in the sample book. Aren't they beauties?

Please don't forget that I guarantee to please you or to return your money cheerfully. I ask for the \$1 with order only to protect myself against triflers.

May I look for an early order?

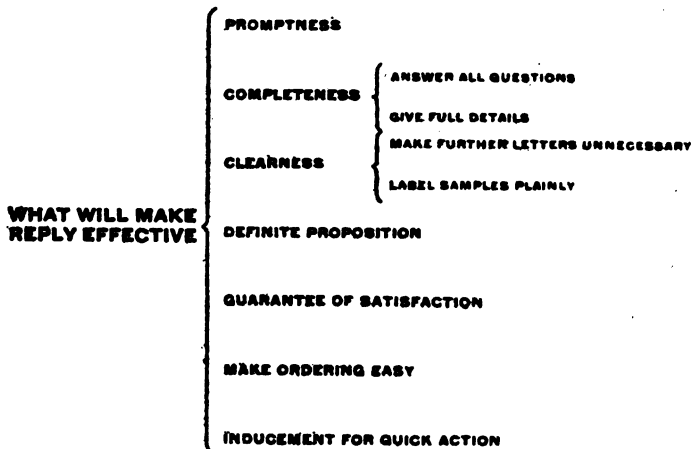
Yours, for high-grade trousers.

Chas. P. Greene

An interesting beginning, inviting proof of quality. Facts show why low prices can be quoted, followed by graphic description and logical argument. The samples give point to the letter and the plain, fair selling plan makes an effective ending.

and methods of writing them applies with full force also to this chapter. The letter that is a reply to an inquiry can properly give more detailed and specialized description than a letter that is not a reply to an inquiry, for in writing to one who has inquired the correspondent knows that the reader of the letter is interested and will give attention to details if they are given clearly and attractively. Generally speaking, a sales letter that is in response to an inquiry should not make it necessary for the readers to respond again for information before reaching a decision to buy.

And this leads to one big important point—do your best to close the sale in this first reply. Don't leave loop holes and uncertainties that encourage further correspondence. Give your



letter an air of finality. Lay down a definite buying proposition and then make it easy for your man to accept it.

Guarantees, definite proposals, suggestions to use "the enclosed order blank," are important factors of effective closing paragraphs. Don't put too much stress on the fact that you want to give more information. Many correspondents actually encourage the inquirer to write again and ask for more information before ordering. Try to get the order—not a new lot of questions.

Experiments show that the interest of an inquirer wanes rapidly after the receipt of the first response. In replying to

inquiries, the chance of securing a sale with a third letter is much less than the chance with the first, for after receiving the first letter, if it is unconvincing, the inquirer is likely to come to an adverse decision that cannot afterwards be easily changed. In this respect, answers to inquirers are much like unsolicited letters sent out to non-inquirers and planned to create and build up interest. In a number of lines of business the third letter sent out in response to an inquiry barely pays for itself. For this reason, it is usually poor policy in handling this class of business to withhold some strong argument from the first letter in order to save it for the second or the third. Better fire the 15-inch gun as soon as you have the range.

If the first answer fails to land the order, the advertiser may follow up with an easier plan of payment, a smaller lot of the goods, or make some other such inducement. Not all goods admit of offering small lots, but when this can be done, the argument may be made that there is no profit in such small orders, that the offer is only made to convince the inquirer of quality.

Some very successful correspondents close in the direct-command style: "Don't delay; send your order NOW." "Sit right down and let us have your order before you forget it." "It isn't necessary to write a letter; just write across the face of this letter 'I accept this trial offer', sign your name and send the sheet back to us in the enclosed envelope." Such closing sentences are strong, because the reader is influenced to act immediately, and the loss that usually comes about by reason of people putting things off and forgetting is reduced. The third example is particularly good because it eliminates letter-writing, which is a task to many and something that is often put off until the matter is forgotten.

Other correspondents, instead of using the direct command style, close in this way: "We are having a big sale on these porch chairs. If you order immediately we can supply you, but we cannot promise to do so if you wait." "We know that if you place your order you will be more than well pleased with your investment."

If prices are to be increased, on the goods offered, the correspondent has a first-class opportunity to urge an immediate response: "There is just two weeks' time in which you can buy this machine at \$25. So you can save \$5 by acting *immediately*."

Experience shows that the increased-price argument is a good closer.

In the final sentences of the letter should be mentioned the premium or the discount that is given when the order is received before a certain date. These offers are effective closers in many cases. In making them it is well to say "provided your order is placed *in the mails* not later than the 10th," for such a date puts everyone on the same footing whether one day or five days distant from the advertiser.

Finally, don't overlook the opportunity to make even the signature to your letter contribute something.

Firm signatures are rather lacking in personality. "Smith & Brown Clock Co." hasn't much "pull" to it. But when the pen-written name of Mr. A. E. Brown appears under this signature the letter has much more of the personal appeal. For this reason, many concerns follow the practice of having some one put a personal signature under the firm name. It is not desirable, of course, to have mail come addressed to individuals connected with the firm, but this can be avoided by having return envelopes, addressed to the firm, in every letter. In fact, a little slip may be enclosed reading: "No matter to whom you address an order or letter always address the envelope to the firm. This insures prompt attention."

At least one large clothing concern has found it profitable to let its letters go out over such signatures as "Alice Farrar, for BROWN & CO." Those to whom Miss Farrar writes are informed that the inquiry has been turned over to her for personal attention—that she attends to all requests from that inquirer's section and will do her best to please, and so on.

When methods of this kind are followed and it becomes necessary—because of the absence of the correspondent addressed—for some one else to answer a letter, it is well to say, "In the absence of Miss Farrar, I am answering your letter." Never let an inquirer feel that the one he addresses is too busy to attend to his wants or is not interested enough to reply. When the busiest president of a business concern turns over to some one else a letter intended for the president's personal reading, the correspondent should say, "President Parkins, after reading your letter, requests me to say for him," and so on.

Don't believe that these little touches of personality and courtesy are lost. They create a cumulative business asset of enormous value.

What to ENCLOSE With *Sales* Letters

PART VII

HOW TO GET ORDERS BY LETTER

CHAPTER 4

SALES have been made—and lost—by the printed matter enclosed with business correspondence. A mere mass of folders, cards and bric-a-brac is in itself not impressive to the “prospect,” unless each item backs up a statement in the letter and has a direct bearing on the sale.

Enclosures may be classified thus: FIRST, catalogues, price lists and detailed descriptive matter—to inform the prospect of the goods. SECOND, testimonials and guarantees—to prove the claims made for the goods. THIRD, return postals, addressed envelopes and order blanks—to make it easy for the prospect to buy the goods

THE enclosure is to the letter what the supporting army is to the line of attack. It stands just behind the men at the front, ready to strengthen a point here, reinforce the line there, overwhelm opposition finally with strength and numbers.

A clever sales letter may make the proper impression, it may have all the elements necessary to close the sale, but it is asking too much to expect it to handle the whole situation alone.

The average prospect wants more than he finds in a letter before he will lay down his money. The very fact that a letter comes alone may inspire his doubts. But if he finds it backed up by accompanying enclosures that take things up where the letter leaves off, answer his mental inquiries and pile up proof, the proposition is bound to get serious recognition.

The whole principle of right use of enclosures is a matter of foreseeing what your man will want to know about your proposition and then giving it to him in clear convincing form and liberal measure. But enclosures must be as carefully planned as the letter itself. They are calculated to play a definite part, accomplish a definite end and the study of their effect is just as vital as the study of step-by-step progress of letter salesmanship.

Some letter writers seem to think that the only essential in enclosures is numbers and they stuff the envelope full of miscellaneous folders, booklets and bric-a-brac that does little more than bewilder the man who gets it. Others make the mistake of not putting anything in with the letter to help the prospect buy. Neither mistake is necessary, if the writer will only analyze both his proposition and his prospect, consider what the man at the other end will want to know—then give him that—and more.

And in order to live up to this cardinal rule of enclosures, simply confine your letter to *one* article. Seven of the best letter writers in the country have made exhaustive tests with descriptive folders. They have found that *one* descriptive circular, with *one* point, and *one* idea pulls where the multiplicity of enclosures simply bewilders and prejudices the reader. These men have conclusively proved that overloaded envelopes do not bring results.

In general the enclosure has three purposes: first, to give the prospect a more complete and detailed description of your goods; second, to give him proof in plenty of their value; third, to make it easy for him to buy. On this basis let us classify the kinds of enclosures, that is, the mediums through which these three purposes may be accomplished.

1. The first, the detailed description, is usually given in catalogue, booklet or circular, complete in its explanation and if possible, illustrated. Supplementing the catalogue or booklet, samples should be used whenever practicable for they help more than anything else can to visualize the goods in the prospect's eyes.

Proof is best supplied in two ways, through testimonials and guarantees; and the ways of preparing these for the prospect are endless in variety.

Third, you will make it easy to order through the use of order blanks, return cards, addressed envelopes, myriads of schemes that tempt the pen to the dotted line.

The exact form of each of these elements is not of moment here so long as it is clear to the man who receives it. The point to be made is that one enclosure representing each of these elements—description, proof, and easy ordering—should accompany the sales letter to back it up and make its attack effective.

And now to take these up one by one and see the part each plays.

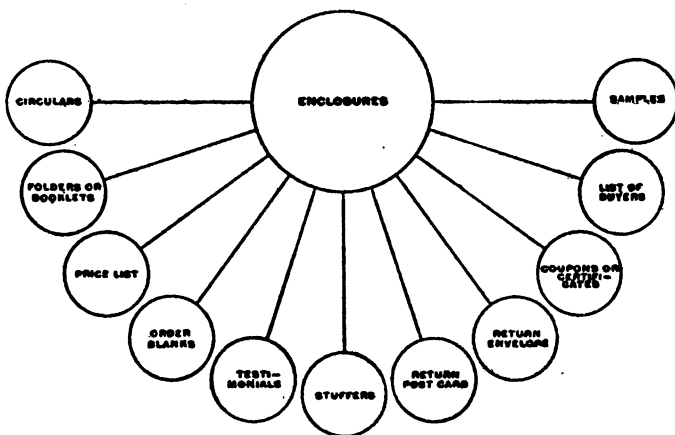
When the prospect reads your letter, if it wins his interest, his first thought is "Well, this sounds good, but I want to know more about it." And right there the circular comes to his assistance—and to yours. And on this circular depends very largely whether his interest is going to grow or die a natural death. If it is to lead him toward an order it must picture to him clearly just what your proposition is and at the same time it must contain enough salesmanship to carry on the efforts of the letter.

And it is well to bear down hard on this: don't put material into your letter that properly belongs in the circular. Link your letter up with the enclosure and lead the reader into it, but don't go into lengthy descriptions in your letter. Concentrate there on getting your man interested. Do that and you may depend on his devouring the enclosures to get the details. A common mistake in this line is to place a table of prices in the body of the letter. It is simply putting the cart before the horse. Price in every sale should be mentioned last. It certainly should not be mentioned *before* you have convinced your prospect that he wants your article. Prices should be quoted at the end of the descriptive folder or on a separate slip of paper.

This descriptive enclosure takes on many forms—a booklet, a circular, a folder, a simple sheet of specifications, a price list—but in all cases it is for the one purpose of reinforcing the argument made in the letter. When a proposition requires a booklet, the mistake is often made of making it so large and bulky that it cannot be enclosed with the letter. The booklet comes trailing along after the letter has been read and forgotten. Sometimes the booklet never arrives. Where possible it is much better to make the booklet of such a size that it may be enclosed in the same envelope with the letter. Then you catch the prospect when his interest is at the highest point. It is embarrassing and ineffective to refer to "our booklet, mailed to you under separate cover." Put the book with the letter. Or, if you must send the

booklet under separate cover send it first and the letter later, so that each will arrive at about the same time.

And now that you have put in a circular to help the letter, put in something to help the circular—a sample. Here you have description visualized. In more ways than one the sample is by all odds the most valuable enclosure you can use. In reality, it does more—much more than help the circular with its description, it is concrete proof, in that it demonstrates your faith in the article and your readiness to let your prospect judge it on its merits. A two by three inch square of cloth, a bit of wood to show



the finish, any "chip off the block" itself speaks more eloquently than all the paper and ink your money can buy. How irresistible comes a varnish maker's appeal when he encloses in his letters a small varnished piece of wood, on the back of which he has printed, "This maple panel has been finished with two coats of '61' Floor Varnish. Hit it with a hammer. Stamp on it. You may dent the wood, but you can't crack the varnish. This is *one* point where '61' varnish excels."

A manufacturer of a new composition for walls gives a more accurate idea of his product than could ever be learned from words and pictures, by sending a small finished section of the board as it could be put on the wall.

A knitting mill approaches perfection in sampling when it encloses a bit of cardboard on which are mounted a dozen samples of underwear, with prices pasted to each and a tape measure attached to aid in ordering. A roofing concern gets the idea when it sends little sections of its various roof coatings. And at least one carriage maker encloses samples of the materials that go into his tops and seat covers.

Most unique samples are enclosed and because of their very novelty create additional interest in a proposition. A real estate company selling Florida lands enclosed a little envelope of the soil taken from its property. To the farmer this little sample has an appeal that no amount of printed matter could equal.

A company manufacturing cement has called attention to its product by making small cement souvenirs such as paper weights, levels, pen trays and so forth, sending them out in the same enclosure with the letter or in a separate package.

One manufacturer of business envelopes encloses with his letter his various grades of paper, made up into envelopes, each bearing the name of some representative concern that has used that particular grade. Then in the lower corner of the envelope is stamped the grade, weight, price and necessary points that must be mentioned in purchasing. The various envelopes are of different sizes. On the back of each envelope is a blank form in which the purchaser can designate the printed matter wanted, and underneath, in small letters, the directions, "Write in this form the printed matter you demand; pin your check to the envelope and mail to us."

Thus this one enclosure serves a number of purposes. First it carries a testimonial of the strongest kind by bearing the names of prominent concerns that have used it; then, it is an actual sample of the goods; and lastly, it serves the purpose of an order blank.

Even a firm which sells a service instead of a product can effectively make use of the sample principle. One successful correspondence school encloses with each answer to an inquiry a miniature reproduction of the diploma that it gives its graduates. While the course itself is what the student buys, unquestionably the inspired desire to possess a diploma like this plays its part in inducing him to enroll.

A New York trust company gets the same effect by sending the prospective investor a specimen bond complete to the coupons which show exactly how much each is worth on definite dates through several succeeding years. Here again the specimen bond is not actually the thing he buys but it is a sample and an excellent one in that it puts in concrete form an abstract article.

Possibly it is inadvisable to include a sample. Then a picture of the article accomplishes the purpose. A grocer who writes his customers whenever he has some new brand of food product, always includes in his letter a post card with a full tinted picture of the article. For instance, with a new brand of olives, he encloses a picture of the bottled olives, tinted to exactly represent the actual bottle and its contents, and underneath he prints the terse statement "Delicious, Tempting, Nutricious." If his letter has not persuaded the housewife to try a bottle of the olives, the picture on the enclosure will instantly create the desire in her mind and impell a purchase.

An automobile dealer who knows the value of showing the man he writes a detailed picture of the machine, includes an actual photograph. Even the reproduction of the photograph is insufficient to serve his purpose. The photograph is taken with the idea of showing graphically the strongest feature of the machine as a selling argument, and illustrating to the smallest detail the sales point in his letter. Then, with pen and ink, he marks a cross on various mechanical parts of engine, body or running gear, and refers to them in his letter.

To carry the photograph enclosure a step farther, one dealer of automobile trucks illustrates the idea of efficiency. He encloses with his letter a photograph of his truck fully loaded. In another photograph he shows the same truck climbing a heavy grade. Then in his letter he says, "Just see for yourself what this truck will do. Estimate the weight of the load and then figure how many horses it needs to handle an equal load on a similar grade."

In the sale of furniture, especially, is the actual photograph enclosed with the letter a convincing argument. Fine carriages, hearses, and other high grade vehicles are forcibly illustrated by photographs, and no other enclosure or no written description is equally effective.

After description and visualizing—through the medium of circular and sample—comes proof, and this you may demonstrate through any means that affords convincing evidence of worth. The two best are testimonials and guarantees, but the effectiveness of either depends largely on the form in which you present them. Testimonials are often dry and uninteresting in themselves, yet rightly played up to emphasize specific points of merit they are powerful in value. The impression of their genuineness is increased a hundredfold if they are reproduced exactly as they are received.

An eastern manufacturer has helped the prestige of his cedar chests tremendously with the testimonials he has received from buyers.

Letters from the wives of Presidents, from prominent bankers and men in the public eye he has reproduced in miniature, and two or three of these are enclosed with every sales letter.

An office appliance firm with a wealth of good testimonials to draw on sends each prospect letters of endorsement from others in his particular line of business. A correspondence school strengthens its appeal by having a number of booklets of testimonials each containing letters from students in a certain section of the country. The inquirer thus gets a hundred or more letters from students near his own home, some of whom he may even know personally.

A variation of the testimonial enclosure is the list of satisfied users. Such a list always carries weight, especially if the firms or individuals named are prominent. A trunk manufacturer, who issues a "trunk insurance certificate" to each customer reproduces a score or more of these made out to well known men and submits them as proof of his product's popularity.

Another effective form of enclosure is a list of buyers since a recent date. One large electrical apparatus concern follows up its customers every thirty days, each time enclosing a list of important sales made since the previous report.

Another plan is that of a firm manufacturing printing presses. In making up its lists of sales it prints in one column the number of "Wellington" presses the purchaser already had in use and the number of new ones he has ordered. The names of the great printing houses are so well known to the trade that it is

tremendously effective to read that Blank, previously operating ten Wellingtons, has just ordered three more.

Second only to the testimony of the man who buys is the guarantee of the seller. Mail order houses are coming more and more to see the value of the "money back" privilege. It is the one big factor that has put mail sales on a par with the deal across the counter. Time was when sellers by mail merely hinted at a guarantee somewhere in their letter or circular and trusted that the prospect would overlook it. But it is often the winner of orders now and concerns are emphasizing this faith in their own goods by issuing a guarantee in certificate form and using it as an enclosure.

A roofing concern forces its guarantee on the prospect's attention by giving it a legal aspect, printing in facsimile signatures of the president and other officials,—and stamping the company's name. Across the face of this guarantee is stamped in red ink, the word "Specimen." Along the lower margin is printed, "This is the kind of a real guarantee we give you with each purchase of one of our stoves." A mail order clothing firm sends a duplicate tag on which their guarantee is printed. Across the tag of this sample guarantee is printed in red, "This guarantee comes tagged to your garment."

The prospect who finds proof like this backing up a letter is forced to feel the worth-whileness of your goods or your proposition, and he draws forth his money with no sense of fear that he is chancing loss.

What and how many enclosures you will put into your letter is entirely up to you. But before you allow a letter to go out, dig under the surface of each circular and make it prove to you that it strengthens your case.

Apply this test. Is the letter supported with amplified description, proof, materials for ordering? If it is, it is ready for the attack. You may find it best to put your description, your testimonials, your guarantee and your price list all in one circular. It is not a mistake to do so. But whether they are all in one enclosure or in separate pieces, they should be there. And in addition, put in your return card order blank or envelope or whatever will serve best to bring the order. When your letter with its aids is complete, consistent, equipped to get the order, then, and only then, let it go into the mails.

Bringing In *New Business* By POSTAL CARD

PART VII

HOW TO GET ORDERS BY LETTER

CHAPTER 5

METHODS of soliciting trade by mail are not confined to the letter or printed circular. The postal regulations are sufficiently broad to allow for a generous leeway in the size and shape of communications that may be sent by mail, and as a result, a new field of salesmanship has been opened by the postal card. Folders, return-postals and mailing cards have become part of the regular ammunition of the modern salesman, who has adopted them to his varied requirements in ways that bring his goods before the "prospect" with an emphasis that the letter often lacks—and sometimes at half the cost

THE result-getting business man is always asking the reason why. He demands that a method, especially a selling plan, be basically right; that it have a principle behind it and that it stand the microscope of analysis and the test of trial.

There are three reasons why the postal card is a business getter.

Did you ever pause while writing a letter, sit back in your chair, and deplore the poverty of mere words? Did you ever wish you dared to put in a little picture just at that point to *show* your man what you were trying to say? Of course you have if you have ever written a letter. That is reason one.

Did you ever watch a busy man going through his morning's mail? Long letters he may read, short letters he is sure to glance

through, but a post card he is certain to read. It is easy to read, it is to a degree informal and it is brother to a call on the 'phone. That is reason two.

And the third reason is that no matter what the principles behind it, by actual test it brings the business.

While primarily the postal mailing card is intended to aid the letter in many ways it does what the letter can never do. It can carry a design or an illustration without the least suggestion of effrontery, which a letter can not do without losing dignity. It can venture into clever schemes to cinch the interest. It is the acme of simplicity as means to win an inquiry. And withal it does its work at less than the letters cost.

In general postal mailing cards may be classed as of three types:

1. THE DOUBLE OR RETURN POST CARD. This consists simply of two ordinary post cards attached for convenience in mailing, sometimes closed at the loose edges by stickers but usually left open. The one carries the inquiry-seeking message; the other is for the reply. It is already addressed for returning and contains on the opposite side a standardized reply form to be signed.

2. The two or three or four FOLDER MAILING CARD. This gives greater space and opportunity for cleverness of appeal through design. The third or fourth fold may or may not be prepared for use as a reply card. Instead of providing for the reply in this way, some of these folders hold a separate card by means of corner slots. In any case they fold to the size of the ordinary postal and are held by a stamp or sticker.

3. ILLUSTRATED PERSONAL LETTERS. These are in effect simply letters printed on heavier stock which fold into post card size. Their advantage lies in the opportunity for illustration and an outside design or catch phrase to win attention. In some cases they are even filled in exactly in the manner of a form letter.

Which of these forms is best suited to your uses is a matter which the nature of your proposition and your method of selling must determine. Whether you want to tell a long story or a short one, whether you want it to serve merely as a reminder or as your principal means of attack, these and other points must guide you. So to help you determine this, it is best to consider the post card here on the basis of its uses. There are four:

1. To get inquiries.
2. To *sell* goods; to complete the transaction and get the order just as a letter would.
3. To co-operate with the dealer in bringing trade to his store.
4. To co-operate with the salesman in his work on dealer or consumer.

Inquiries may be inspired in two ways—either by using a very brief double card or folder which tells just enough to prompt a desire for more information or by a post card “letter” series which works largely on the lines of letters enclosed in envelopes. In the first instance the card or folder resorts to direct pertinent queries or suggestions of help that impel the reader to seek more details.

*** An addressing machine manufacturer, for instance, sends his “prospects” a double folder with a return post card attached. This message is little more than suggestive.

“Do you know that there is one girl in your addressing room who can do the work of ten if you will let her? All she needs is a Regal to help her. Give her that and you can cut nine names from your pay roll today. Does that sound like good business? Then let us tell you all about it. Just mail the card attached. It puts you under not the slightest obligation. It simply enables us to show you how to save some of your good dollars.”

Such a card is virtually an inquiry-seeking advertisement done into post card form to insure reaching the individual. And for this reason it may be well to carry a design or illustration just as an advertisement would. A life insurance company has made good use of a post card folder, building it up around its selling point of low cost. The outside bears a picture of a cigar and the striking attention getter “At the cost of Your Daily Smoke——” the sentence is continued on the inside “—you can provide comfort for your family after you are gone, through a policy.” Then follows enough sales talk to interest the prospect to the point of urging him to tear off and send the return card for full information.

*** Many propositions can be exploited in this way. In other instances a much more complete statement must be made to

elicit a reply. Here the illustrated personal letter comes into use. And it is significant that in a number of specific cases these letters in post card form have been far more productive of inquiries than ordinary letters on the same proposition. Their unique form, the accompanying illustrations, by their very contrast in method of approach, prompt a reading that the letter does not get.

Postal mailing cards may be used in two ways—either as a campaign in themselves or as steps in a letter follow-up. They are especially good when your selling plan permits of goods being sent on approval or a free trial basis. Then you can say, "Simply drop the attached order card in the mail box and the goods will come to you by first express."

A publishing house has sold thousands of low priced books on this basis, using merely a double post card. One section carries to the prospect an appealing description of the book and emphasizes the liberality of the offer. The return card bears a picture of the book itself and a clearly worded order, running something like this, "I will look at this book if you will send it charges prepaid. If I like it I am to remit \$1.00 within five days. If not I am to return it at your expense." There can be no misunderstanding here. The simplicity of the card scheme itself appeals to prospects and brings back a big percentage of orders.

A variation of the use of the postal as a direct sales medium is the employment of it to secure bank savings accounts.

A banking house in Chicago sent out folders to a large mailing lists of property holders and renters in all parts of the city. As a special inducement to establishing savings accounts, this house offered each person, who returned an attached card, a small metal savings bank free, which could be kept in the home for the reception of dimes and nickels until filled—this small bank to be returned at intervals to the bank for the establishment of a permanent savings account. On the return card enclosed was a promise to send to the inquirer's home one of those small banks absolutely without cost to the receiver. Here the simplicity of the scheme and method of proposing it again brought large returns.

One manufacturer of dental cream sends out free samples upon request. The tube is wrapped in pasteboard, which proves to be a post card ready for signature and stamp—inviting the recipient to suggest the names of friends to whom samples will be sent. Some concerns offer to send a free sample if names are sent in but this firm has achieved better results by sending the sample to all who ask and then diplomatically inviting them to reciprocate by furnishing the names of their friends.

Several large hotels have found valuable advertising in post cards that are distributed by their guests. These cards are left on the writing tables with an invitation to "mail one to some friend."

A St. Louis restaurant keeps a stack of post cards on the cashier's desk. They are printed in three colors and give views of the restaurant, emphasizing its cleanliness and excellent service. Every month hundreds of these are mailed out by pleased customers and as a result the restaurant has built up a very large patronage of visitors—people from out of the city who are only too glad to go to some place that has been recommended to them.

A most unusual use of post cards appeared in a St. Louis street car. A prominent bondseller had arranged an attractive street car placard, discussing briefly the subject of bonds for investment purposes. In one corner of this placard was a wire-stitched pad of post cards, one of which passengers were invited to pull off. The card was mailable to the bondseller, and requested a copy of his textbook for investors. The prospect who sent the card, was of course put upon the follow-up list and solicited for business. Here, again, the uniqueness appeals to the public.

As a co-operator with a letter follow-up, the card or folder is effective, because it introduces variety into the series, sometimes furnishing just the touch or twist that wins the order.

In the follow-up series the double folder becomes especially adaptable, because of its simplicity. It usually refers to previous correspondence. For example, one suggests: "You evidently mislaid our recent letter, since its message is of such vital interest to your business." The remainder of the message is given up to driving home a few of the fundamental points brought out in the series previous. Simple directions for filling out the attached return card are added.

One double post card, used as a co-operator with follow-up, calls attention to a sample previously mailed, asking a careful comparison of the grade of material and closes with a special inducement to replies in the form of a discount for five days.

Return cards, employing the absolute guarantee to insure confidence of fair dealing give clinching power. Here is a sample:

Gentlemen:--Please send me a _____ case for trial. It is clearly understood in signing this order that the shipment comes to me all charges prepaid and with your guarantee that you will promptly cancel the order, in case I am in any way dissatisfied.

A space is left at the bottom of the card for the person ordering to sign name and address.

Again the post card serves a similar purpose as a co-operator with the salesman. Often between calls the house makes a special inducement to sales.

Here, either double post cards or folders give the advantage of simplicity; the return card offering a powerful incentive to immediate action on the part of the customer. The return card indicates to the house that the customer is interested and a salesman is called back to handle the order.

One manufacturer, through use of the folder and card, wins a clever advantage for its salesmen. An attractive folder gives a fairly complete description of the firm's product, with numerous illustrations. Enclosed with the folder is a return card bearing the form reply, "Dear Sirs: I am interested in———. Please mail me a picture catalogue of———." And a space is left with directions for filling in name and address of the person replying.

These cards when received are carefully filed and from them the salesmen gauge their calls on the prospects. Here the advantage to the salesman is obvious, since his personal call assumes the nature of a favor to the prospect.

From time to time, mailing folders or double post cards, are mailed between calls of the salesman, and serve to keep the proposition warm in the mind of the prospect.

Usually the postal or folder is a valuable aid in sending trade to the dealer. One manufacturer to stimulate business by

creating orders for his retailer, sent out an elaborate series of mailing cards for the retailer's customers. Enclosed with the folder were leaflets giving special features in the stock, which added value to the sales letter. Handsomely engraved cards guaranteeing the material were also enclosed as a suggestion that the customer call on the retailer and the retailer's private business card was inserted.

A western coffee dealer used mailing folders on lists of consumers supplied him by retailers. Attractive designs on the outside of the folder create interest and put the consumer's mind in a receptive condition for considering the sales arguments embodied in the personal letter feature of the folder.

A manufacturer of a contrivance for applying special paints builds an approach for the dealer's salesman with postal folders. The design on the outside of the folder indicates the simplicity with which the appliance may be operated. The sales letter inside gives minute directions for using the machine and calls attention to particular features by reference to the demonstration on the outside. As an entering wedge to orders, the letter offers a free trial and suggests that a salesman make a practical demonstration.

The manufacturer has his dealer sign every letter and the return card enclosed gives only the address of the dealer.

A varnish concern sent to a large mailing list a series of illustrated letters describing the use and advantage of their product. They appealed to the consumer and created demand for their local dealer. Each letter contained both a return post card, addressed to the local dealer and a small pamphlet showing various grades of the varnish. The results on this follow-up system returned twenty-five per cent more replies than the same number of envelope letters.

One of the most successful campaigns ever conducted to introduce a new cigarette depended entirely upon postal letters. A series of five or six of these—well nigh masterpieces of sales talk—created the desire to try the product. Enclosed with each folder was a card bearing a picture of the distinctive box in which the cigarettes were sold, so that the prospect could recognize it in the dealer's store.

In another instance a book publisher created demand for a new novel by mailing a series of single post cards bearing illus-

trations from the book. In this case the element of mystery was employed and the real purpose of the cards was not divulged until five or six had been sent and the book was ready to go on sale.

Whatever variety of card, folder or letter you choose to use, these features you must carefully observe—the style of writing and the design and mechanical make up.

The effectiveness of the mailing folder must depend upon the combination—ideas of attractiveness, simplicity and careful use of the personal letter feature. It must command attention by a forceful, intelligent approach. It must stand out sharply against the monotonous sameness of the business letter.

The folder's appearance should be in accord with the class or type of man it goes to meet. Its approach should contain sincerity, purpose, and originality. Originality in shape hardly serves the purpose, because of the ridicule unusual shapes may give the proposition. The originality should be in the illustrations or catch phrases.

This illustrative feature is all important because it virtually plays the part of the initial paragraph of the letter—it makes the point of contact and gets the attention. It corresponds to the illustrated headline of the advertisement. No rules can be laid down for it; it is a matter for individual treatment.

Colors that create a proper condition of mind through psychological effect must be taken into consideration in the attention-getting feature of the folder. There are certain color schemes which are known to create a particularly appropriate condition of mind. For instance, where quick action is wanted, a flaring color is effective. Where pure sales arguments count most in stating a proposition, blacks and whites have been found the most adequate. Soothing colors, such as soft browns and blues, have been found to appeal to the senses and serve to insure additional interest through a pleasant frame of mind.

The right impression once gained, the style of the reading matter must make the most of it. Many have hesitated to use the postal or folder because they fear for a certain loss, through lack of dignity, where the proposition demands an especially high class approach. But to some folders, especially of the letter variety now in use, no such criticism could possibly be offered. Really fine samples of these letters, bear outside, illustrations from photographs or the work of the 'best' artists. Their appearance outside and inside is given every possible atten-

62 THE USE OF COLORED PICTURES ON POST CARDS

tion to create the impression of distinct value. An appeal to the senses, as in the use of pleasing colors, is a feature of their make-up.

The personal letter inside is perfect in details of typography; it is carefully filled in with prospect's or customer's name; care is taken to see that the filling-in process matches the body of the letter; and a personal signature appended to give a more intimate appeal.

The cost of these folders, because of the high grade of reproduction and the art work, runs considerably above the usual business-getting letter of one-cent mailing. The lowest class of these folders cost approximately the same as the usual letter under two-cent mailing. Any addition of special art work increases their cost proportionately, but the expense is frequently justified.

These illustrated letters depend upon their power of suggestion, through graphic illustration and design, and upon the personal idea of the letter used for getting business. Few enclosures, other than the return card, or reminder card, for filing purposes, are used.

One physician especially anxious of promoting a new remedy sent out mailing folders describing his remedy and offered an absolute guarantee of results before payment. The return card enclosed with this folder was engraved with the name and address of the physician above and underneath his absolute guarantee. Because the campaign was so unusual, it produced unexpectedly large returns.

Here, as in the usual business-getting letter, careful attention is given to details. The importance of attracting attention in the first paragraph by careful expression, followed by the creating of desire in the mind of the customer or prospect and the adding of conviction—and finally, the use of reason that compels action cannot be emphasized too strongly.

A more appealing letter could scarcely be written than the following, used in the cigarette campaign, previously mentioned. The outside of the folder carried an appropriate drawing by one of the best American artists and the whole folder gave an impression of the highest quality. Note the easy style. It is designed to catch the reader as he first opens the folder and carry him along fascinated to the end:

Dear Sir:

Attention-getter, natural and effective.

Explanation clear and a desire is created through promise.

Turn back in your mind for one minute to the best Turkish cigarette you ever smoked.

If you remember, it was not so much that the cigarette was fragrant, or that it had a particular flavor, or aroma, or mildness, that caused it to please you--it was the combination of all these qualities that made it so delicious.

This means that the perfection of that cigarette was in the blend, the combination of rare tobacco, each giving forth some one quality.

We have worked out a blend that produces a Tobacco Cigarette which satisfies our ideal at least.

We call the cigarette made of this brand PERESO. We make no secret of the kind of tobacco used--the exact proportion and how to treat the rare leaves is our secret.

To get a perfect aroma, we must take _____ Tobacco: young sprigs of yellow so soft that the Turks call it "Golden Leaf."

We use _____ leaves for their flavor and it has marvelous fragrance as well as delicate mildness.

Giving conviction by details

To get each of these tidbits of Tobacco into perfect condition, so that their qualities will be at their prime when blended, is our profession. The PERESO cigarette is the result.

Suggesting immediate action.

Touch a match to a PERESO cigarette after luncheon today. You will be delighted with its exquisite aroma, its fleeting fragrance and delicate mildness.

Strength in clincher lies in absolute guarantee.

If it is not better than the best cigarette you have ever smoked, allow us the privilege of repaying the fifteen cents the package cost you. The original box with the remaining cigarettes, when handed to your dealer, will bring the refund.

Will you join us in a PERESO cigarette today?

Very truly yours,

Adams & Adams

Enclosed in this folder next to the letter was a card bearing a picture of the cigarettes in their box. At the bottom of the folder, underneath the letter, was the phrase: "All good dealers—fifteen cents a package."

With the mailing card, as with the letter, guarantees, free trial offers and the like, help to strengthen the close of the proposition, win the confidence and bring back the answer.

For example, a large watch company, wishing to appeal to a class of customers who had previously been listed and whose financial standing made its proposition secure, sent out folders signed by department heads asking the privilege of mailing a watch for examination on trial. The letter which carefully described the advantages of the watch over other watches, sold at similar prices, offered this trial without any cost to the prospect, only asking that if the watch suited his needs, a draft be mailed to the company. The return card in this case contained an agreement by the firm to hold the prospect in no way obligated to the company, except through purchase. Before returning the card to the company, the prospect was required to sign it, agreeing that after a trial, either the watch or the money should be sent in.

Before you enter upon the use of mailing cards, be sure you understand the postal regulations regarding them. They are not complicated, but more than one concern has prepared elaborate folders only to be refused admittance to the mails because they did not follow specifications as to size and weight.

Postal laws require that all cards marked "Post Cards" must be uniform in design and must be not less than three and three-fourths inches by four inches and not more than three and nine-sixteenths inches by five and nine-sixteenths inches in size. This necessitates that all return cards, whether enclosed or attached, be within authorized sizes to allow a first class postal rating.

Making It *Easy* For the "PROSPECT" to *Answer*

PART VII:

HOW TO GET ORDERS BY LETTER

CHAPTER 6

THE mere physical effort of hunting up pen and paper by which to send in an order for SOMETHING HE REALLY WANTS, deters many a "prospect" from becoming a customer.

The man who sells goods by mail must overcome this natural inertia by reducing the act of sending in an order or inquiry to its very simplest terms—by making it so easy for him to reply that he acts while the desire for the goods is still upon him.

Here are Eighteen Schemes for making it easy for the prospect to reply—and to reply NOW

THERE are few propositions so good that they will sell themselves. A man may walk into a store with the deliberate intention of buying a shirt, and if the clerk who waits on him is not a good salesman the customer may just as deliberately walk out of the store and go to the place across the street. Lack of attention, over-anxiety to make a quick sale, want of tact on the part of the salesman—any one of a dozen things may switch off the prospective customer although he wants what you have for sale.

Even more likely is this to happen when you are trying to sell him by mail. He probably cares little or nothing about your offer; it is necessary to interest him in the limits of a page or two and convince him that he should have the article described.

And even after his interest has been aroused and he is in a mood to reply, either with an order or a request for further information, he will be lost unless it is made easy for him to

answer; unless it is almost as easy to answer as it is not to answer. A man's interest cools off rapidly; you must get his request for further information or his order before he picks up the next piece of mail.

It is a daily experience to receive a letter or a circular that interests you a little—just enough to make you put the letter aside for attention “until you have more time.” Instead of being taken up later, it is engulfed in the current of routine and quickly forgotten. Had the offer riveted your attention strongly enough; had the inducements to act now been forceful; had the means for answering been easy—you would probably have replied at once.

Make it so easy to answer that the prospect has no good reason for delaying. Make him feel that it is to his interest in every way to act **AT ONCE**. Do the hard work at your end of the line ; exert yourself to overcome his natural inertia and have the order blank, or the coupon or the post card already for his signature. Don't rely upon his enthusing himself over the proposition and then hunt up paper, pencil and envelope—lay everything before him and follow the argument and the persuasion with a clincher that gets the order.

In making it easy to answer, there are three important elements to be observed. You must create the right mental attitude, following argument and reason with a “do it now” appeal that the reader will find it hard to get away from. Then the cost must be kept in the background, centering attention on the goods, the guarantee and the free trial offer rather than upon the price. And finally, it is desirable to simplify the actual process—the physical effort of replying.

The whole effort is wasted if there is lacking that final appeal that convinces a man he must act immediately. Your opening may attract his attention. Your arguments may convince him that he ought to have your goods. Reason may be backed by persuasion that actually creates in him a desire for them, but unless there is a “do it this very minute” hook, and an “easy to accept” offer, the effort of interesting the prospect is wasted.

SCHEME 1—A SPECIAL PRICE FOR A LIMITED PERIOD

The most familiar form of inducement is a special price for a limited period, but this must be handled skillfully or it closes the



Every business man can use post cards; three different uses are shown above. The first, containing a map, gives emphasis to the favorable location of a hotel; the second is a colored advertising card containing at the side the name and address of the local dealer; the third is a novel return post card on which a business man may readily indicate the most convenient time for the salesman to call



Colored cards and mailing folders are now a factor in business. At the top are shown part of a series mailed in a sales campaign for a new brand of tobacco. The cards are folded twice and a one cent stamp is used as a seal to hold the fold together. Three lower views are colored cards illustrating products that are widely advertised; the fourth card is one of a series sent out by a bank to advertise its savings department

This order sheet simplifies ordering and assures accuracy. On the reverse side are printed several special offers, to which reference may readily be made. The sheet is made to fold up like an envelope and when the gummed edges are pasted down enclosures are perfectly safe

On some propositions the time limit can be worked over and over again on different occasions like special store sales. A large publishing house selling an encyclopedia never varies the price but it gets out special "Christmas" offers, "Withdrawal" sale offers, "Special Summer" offers—anything for a reason to send out some new advertising matter making a different appeal. And each proposition is good only up to a certain time. The

FILL OUT AND MAIL THIS COUPON TO CHICAGO SUPPLY CO.	
I AM INTERESTED IN _____ _____	
SEND ME FREE OF COST.	
MAMMOTH ILLUSTRATED CATALOG	☐
BOOK OF HOUSE AND BARN PLANS	☐
HEATING AND PLUMBING GUIDE	☐
BOOK ON ROOFING SIDING, ETC.	☐
CLOTHING FOR MEN AND BOYS	☐
SEWING MACHINE BOOK	☐
STRUCTURAL STEEL NEWS	☐
LINOLEUM BOOKLET	☐
GASOLINE ENGINES	☐
LADIES' WEARING APPAREL	☐
HARNES AND VEHICLES	☐
(PUT CROSS IN SQUARE OPPOSITE BOOKS YOU WISH)	
MY NAME _____	
TOWN _____	STATE _____
R. F. D. _____	BOX NO. _____ ST. NO. _____

This coupon, used in advertisements and in printed matter, make it extremely easy to send for information on special subjects

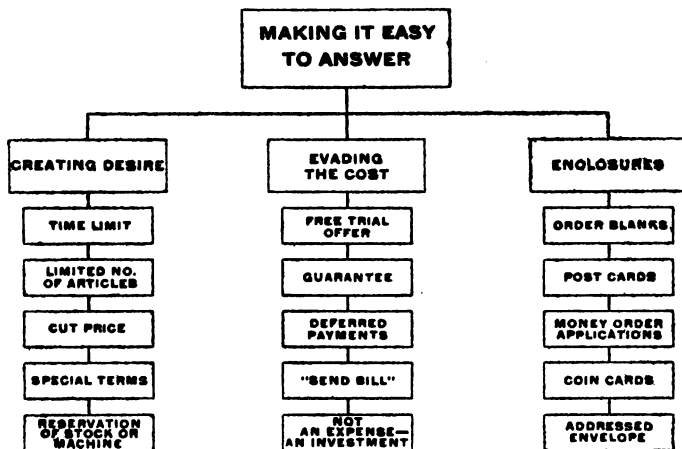
letters must be mailed and postmarked before midnight of the last day, and this time limit pulls the prospect over the dead center of indecision and gets his order. The last day usually finds more orders rolling in than in any previous week.

SCHEME 2—THE LAST CHANCE TO BUY

If it is desired to come right back at a prospect, some such paragraph as this is written:

"Only 46 sets left! The success of our special offer surpassed all expectations. It will be necessary to issue another edition at once. The style of binding will be changed but otherwise the two editions will be the same. As we do not carry two styles on hand, we are willing to let you have one of the 46 remaining sets at the SAME TERMS although our special offer expired Saturday night."

And this appeal may pull even better than the first one—provided the proposition is "on the square." It is hard to put sincerity into a letter that is not based on an absolute truth. If



"Only 46 sets left" is merely a salesman's bluff [when in fact there are hundreds of sets on hand, the letter will have a hollow ring. Sincerity is the hardest thing in the world to imitate in a letter and absolute confidence is the key-stone to all mail order selling.

There are plenty of plausible reasons for making a time limit or a special offer. A large publishing house, selling both maga-

sines and books by mail occasionally turns the trick by a human interest appeal:

I told the business manager that I believed I could bring our August sales up to equal those of the other months.

He laughed at me. Always before they have fallen off about twenty per cent.

But I am going to do it--if you'll help me.

Then the sales manager went on with a special offer; it was a legitimate offer which made a real inducement to the prospect and carried the day.

SCHEME 3—LOW PRICES DURING DULL SEASONS

In making a special price the prospect must be given some plausible reason and sincere explanation for the reduction. A special arrangement with the manufacturer, cleaning out of stock, an introductory offer—some valid reason; and then relate this reason in a frank, business-like way, making the story interesting and showing where it is to the advantage of both the prospect and yourself.

"Just to keep my men busy during the dull season I will make an extra pair of trousers at the same price ordinarily charged for a suit, on orders placed during July and August."

This offer sent out by a merchant tailor brought results, for he had a good reason for doing an extra service—he wanted to keep his help busied during the quiet months and the customer took advantage of the inducement.

SCHEME 4—CUT PRICES IN EXCHANGE FOR NAMES

"If you will send us the names of your friends who might be interested" or "if you will show it to your friends" are familiar devices for they present a plausible excuse for cutting a price and serve the double purpose of giving the manufacturer or merchant new names for his mailing list. "A free sample if you send us

your dealer's name" is reasonably certain to call for an immediate reply from most women, for they are always interested in samples.

Making a special introductory offer on some new device or appliance is certainly a legitimate reason for cutting the price. It is an inducement, moreover, that possesses a peculiar strength, for a man likes to be the first one in his vicinity or in his line of business to adopt some improved method or system.

SCHEME 5—THE SPECIAL "INTRODUCTORY PRICE"

There can be no excuse for the carelessness that makes a "special introductory price," and later in the same letter or in a follow-up calls attention to the "many satisfied users in your section." Be sure your reason is real—then it rings true and incites prompt action like this offer:

The Wright Copy Holder sells the world over for \$3.00. We are certain, however, that once you see the holder actually increasing the output of your own typist you will want to equip your entire office with them. So, for a limited time only, we are going to make you an introductory price of \$2.25. Send to-day for one of these holders and give it a thorough trial. Then any time within thirty days, after you have watched the holder in actual use and seen it pay for itself, in actual increased output, order as many more as you want and we will supply them to you at the same introductory price of \$2.25 each. After that time we must ask the regular price.

This is convincing. The prospect feels that if the holder were not all right it would not be sold on such terms, for the manufacturers expect that the one holder will give such satisfaction that it will lead to the sale of many more.

"Enclose \$2.25 now in any convenient form and let the holder demonstrate for itself what it can save you every day. Don't wait until tomorrow--but send your order today--right now."

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This is the closing paragraph and if you are at all interested in copy holders it is likely you will place an order "NOW." And if you don't and if the order is not placed within ten days, the offer may be extended for two weeks and after that a "ten-day only" offer may pull forth an order.

SCHEME 6—SPECIAL TERMS TO PREFERRED CUSTOMERS

A brokerage firm has found that a "Pre-public announcement special offer to preferred clients only" in placing stocks and bonds is a good puller. The recipient is flattered by being

WILSON SAFETY RAZOR CO.		DATE _____
DEAR SIR:—PLEASE SEND ONE STANDARD WILSON SAFETY RAZOR (PRICE \$3.00)		
VERY TRULY YOURS,		
(YOUR) NAME _____		
STREET AND NO. _____		
CITY _____	STATE _____	
IF THE RAZOR IS TO BE SENT THROUGH YOUR DEALER FILL OUT BELOW		
(DEALER'S) NAME _____		
ADDRESS _____		
CITY _____	STATE _____	
IF YOU PREFER THAT WE SEND RAZOR DIRECT TO YOU, PLEASE ENCLOSE REMITTANCE IN EITHER OF THE FOLLOWING FORMS: CASH (REGISTERED MAIL), MONEY ORDER, N. Y. BANK DRAFT, CHECK.		
THE WILSON SAFETY RAZOR CO. OR THE DEALER WHO EXECUTES THIS ORDER IN ACCEPTING THE \$3.00 FOR THE SAFETY RAZOR AGREES WITH THE PURCHASER THAT IT IS SOLD ON 30 DAYS TRIAL WITHOUT ANY OBLIGATION OR LIABILITY FOR USE DURING THAT PERIOD. IF FOR ANY REASON THE PURCHASER DESIRES TO RETURN IT WITHIN THAT PERIOD THE SELLER SHALL UPON RECEIPT THEREOF REFUND THE \$3.00.		
THE WILSON SAFETY RAZOR CO.		

This form of postcard provides for two methods of ordering—the customer may take his choice

classed with the "preferred clients" and is not unmindful of the opportunity of getting in on the proposition before there is any public announcement.

In influencing prompt action the time element and the special price are not the only "Act Now" inducements although they are the most common. A man had written to a firm that makes marine engines for prices but the first two or three letters had failed to call forth any further correspondence. So the sales

manager wrote a personal letter in which the following paragraph appeared:

"In looking over our correspondence I notice that you are particularly interested in a 2-horse power engine. I have an engine of that size on hand that I think will interest you. We have just received our exhibits from the Motor Boat Shows. Among these I noticed a 2 H. P. engine and remembering your inquiry for this size engine, it occurred to me that this would make you an ideal engine for your boat."

This was cleverly worded, for although the company would contend that the exhibits were taken from stock, the possible buyer would feel confident that the engine exhibited at the show had been tested and tried in every way. If he were in the market at all, this would probably prove a magnet to draw an immediate reply—for it is always easy to reply if one is sufficiently interested.

SCHEME 7—HOLDING GOODS IN RESERVE

This "holding one in reserve for you" has proved effective with a typewriter company:

"The factory is working to the limit these days and we are behind orders now. But we are going to hold the machine we have reserved for you a few days longer. After that we may have to use it to fill another order. Sign and send us the enclosed blank to-day and let us place the machine where it will be of real service to you. Remember it is covered by a guarantee that protects you against disappointment. If you don't like it, simply return it and back comes your money."

Bond brokers frequently use this same idea, writing to a customer that a block of stock or a part of an issue of bonds had been reserved for him as it represented just the particular kind of investment that he always liked—and reasons follow showing how desirable the investment really is.

In one form or another this scheme is widely used. When the order justifies the expense, a night telegram is sometimes sent

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stating that the machine can be held only one day more or something like that. This only is possible on special goods that cannot be readily duplicated.

In all these offers and schemes the price is kept carefully in the background. Some firms never mention the price in the letter, leaving that for the circular, folder or catalogue.

SCHEME 8—THE FREE TRIAL OFFER

Instead of the price being emphasized, it is the free trial offer or the absolute guarantee that is held before the reader.

Without even risking a cent you can use the Wilbur on your farm free for 30 days. We will ship it to you, freight prepaid, with the plain understanding that, should the Wilbur not come up to every claim we make for it, we will take it off your hands, for we don't want anyone to keep the Wilbur when he is not satisfied with it. Thus, we agree to pay ALL charges and take ALL risk while you are testing and trying the Wilbur for one whole month.

You see, we have a great deal of confidence in the Wilbur or we could not afford to make you this square and generous offer, which leaves it entirely to you to say whether or not the Wilbur Fanning Mill is a practical and money-making success. Since the 30 days' free trial proposition puts you to no risk whatever, you should take advantage of this opportunity and have a Wilbur shipped right away on the free trial basis.

To prove it, all you have to do is to fill in, sign and mail this card. After 30 days you CAN return the machine if you are willing.

Not a word about price. All about the free trial and the fact that you are to be the judge of the machine's value.

And not only the free trial but the absolute guarantee is emphasized. "Your money back if not satisfactory" is the slogan of every successful mail order house. Frequently a facsimile of the guarantee accompanies the letter; always it is emphasized.

SCHEME 9—THE "YOUR MONEY BACK" OFFER

A manufacturer of certain machines for shop use wastes little time in describing the machine or telling what all it will do. The broad assertion is made that after a month's use it would

not be sold at the price paid for it, and instead of arguing the case and endeavoring to prove the statement, the company strives to make it easy to place a trial order. Here are two of the three paragraphs that make up one of its letters:

To prove it, all you have to do is to fill in, sign and mail this card. After 30 days you CAN return the machine if you are willing.

Try it out. Never mind what we might SAY about the uses your shop men would be getting out of it--**FIRED OUT**. It is easy. Just send the card.

This is simplicity itself. The writer does not put us on the defensive by trying to argue with us. We are to be the judge and he compliments us by the inference that we "don't need to be told" but can judge for ourselves as to whether it is worth keeping. The price is kept in the background and the actual ordering is nothing more than to sign a post card. There is no reason at all why we should delay; we could hardly turn the letter over to be filed without feeling that we were blind to our best interest in not replying.

SCHEME 10--THE DISCOUNT FOR CASH

Publishers of a magazine angle for renewals without boldly snatching for a man's pocketbook.

Simply tell us **HOW** to continue your subscription. Remit at your convenience. Better still, wrap a \$1.00 bill in this post card--and mail to us today. We will send not only the twelve issues paid for, but will--as a cash discount--extend your subscription an extra two months.

Here the cost is brought in almost as an afterthought, yet in a way that actually brings the cash with the renewal.

Fill out the enclosed order and the goods will be shipped at once and billed in the regular way.

The payment is not in sight—it hasn't yet turned the corner. "Billed in the regular way" catches our order where we would postpone action if it meant reaching down into our pockets and buying a money order or writing out a check. The payment looks afar off—and it will not seem so much if the account is paid along with the rest of the bills at the first of the month.

SCHEME 11—THE FIRST INSTALLMENT AS A "DEPOSIT"

Where goods are sold on "easy terms" and a first payment required, many correspondents refer to the remittance as a "deposit." In the strong guarantee it is expressly stated that in case of dissatisfaction, the "deposit" will be returned.

Even the deferring of the payment a few days helps to pull an order. It is not that a man is niggardly or that he doesn't want the article but it is the desire, rooted deep in human nature, to hold onto money after it has been hard earned.

To facilitate your prompt action, I am enclosing a convenient postal card order. Our shipping department has had instructions to honor this as readily as they would your check. There is no need to send the customary initial payment in advance. Simply sign and mail the enclosed card; when the file comes, pay the expressman the first payment of \$2.00.

Here the payment was very small and it was deferred only a few days, but long enough to make it *seem easier*, and the orders were much larger than when cash was required with the order.

SCHEME 12—SENDING GOODS FOR INSPECTION

"Take no risk" is the reassuring line in many advertisements and letters. "Send no money—take no risk. We do not even ask you to make a deposit until you are satisfied that you need the Verbest in your business. Simply send the coupon today and the Verbest goes forward at our risk."

Such offers pull best when simply worded and contain some such phrase as "Without obligation on my part, you may send

me." It gives reassurance that there is no catch, gets back to that confidence that is the basis of the mail order business.

Then there is the argument that the device or equipment will pay for itself—a powerful leverage when rightly applied.

Here is the way the manufacturer of a certain machine keeps the cost in the shadow:

There is no red tape to go through. Simply sign the enclosed blank and forward to-day with the first payment of \$3.00. The Challenge will go forward promptly. And the balance you can pay as the machine pays for itself—at the rate of seventeen cents a day.

Simple, isn't it? You forget all about the cost to you. The paragraph is a cleverly worded "Do it now" appeal and a blind to cover up the cost.

SCHEME 13—THE EXPENSE VERSUS THE INVESTMENT ARGUMENT

A companion argument is that the device is not an expense but an investment. Here there is no attempt to put the cost price in the background but to justify the outlay as a sound investment—a business proposition that is to be tested by the investment standard. This is a strong argument with the shrewd business man who figures the value of things not on the initial cost, but upon the profits they will earn, the dividends they will pay.

The whole proposition must be shaped in such a way that it is easy for the prospect to buy. He must want to buy and the experienced correspondent realizes that every word and phrase must be avoided that is capable of being misconstrued. There are no details so small that they do not have a bearing on the success of a campaign.

SCHEME 14—THE RETURN POSTAL FILLED IN FOR MAILING

And now that you have made clear your proposition and shown your proof, now that you have led your prospect to the

buying point, the next step is to make him send you the order. And the only way to do this is to do as the good salesman does. Put the pen in his hand, your finger on the dotted line, and slip the order blank before him. The salesman does these things because he knows that he might lose the sale if he asked his prospect to hunt up a pen, a letterhead and some ink. He knows the value of making it easy to buy. And in selling by mail you

JOHNSON DYE ORDER AND COIN CARD		
(BE SURE TO ADDRESS YOUR ENVELOPE VERY PLAINLY)		
JOHNSON DYE COMPANY BOSTON, MASS. SEND ME PACKAGES OF JOHNSON DYES, AT TEN CENTS EACH, AS MARKED IN THE ORDER BLANK BELOW. I ENCLOSE IN THIS COIN ENVELOPE BELOW, TOTAL SIGN VERY PLAINLY CENTS NAME _____ ADDRESS _____ NUMBER, STREET, OR BOX, POST OFFICE, COUNTY, STATE _____		
DON'T FAIL TO FILL OUT THIS MY DEALER'S NAME _____ ADDRESS _____ WRITE PLAINLY	PUT YOUR MONEY, COIN OR BILL, IN HERE	HAS HE (ANY) JOHNSON DYES FOR WOOL? HAS HE (ANY) JOHNSON DYES FOR COTTON? HAS HE THE JOHNSON DYE COLORS ORDERED BELOW?
JOHNSON DYES FOR WOOL _____ LIGHT BLUE _____ DARK BLUE _____ NAVY BLUE _____ BROWN _____ SEAL BROWN _____ GREEN _____ DARK GREEN _____ PINK _____ SCARLET _____ CRIMSON _____ CARDINAL RED _____ TURKEY RED _____ GARNET _____ BLACK _____ PURPLE _____ YELLOW _____ ORANGE _____ GRAY		JOHNSON DYES FOR COTTON _____ LIGHT BLUE _____ DARK BLUE _____ NAVY BLUE _____ BROWN _____ SEAL BROWN _____ GREEN _____ DARK GREEN _____ PINK _____ SCARLET _____ CRIMSON _____ CARDINAL RED _____ TURKEY RED _____ GARNET _____ BLACK _____ PURPLE _____ YELLOW _____ ORANGE _____ GRAY

A manila enclosure that contains a small envelope suitable for sending coins or bills. The directions not only cover all points on the order but give the company information for its follow-up

must do the same. Don't guide him on to a decision to order and then leave him at sea as to how to do it. Show him exactly what to do. It is easy enough simply to say, "Write me a letter," or, "send me \$2.00." The very man you want most to sell may not know how to write a clearly worded order. Even if he does, the fact that you ask him to go to the trouble of getting his writing materials may serve to postpone the act and lose him the desire to buy. So give him the order ready to sign, with as few changes as possible required. And give him an addressed return envelope to send it in. If no money is to be sent with the order, put it on a postcard. "Sign and mail the card" borders on the extreme of easiness in buying.

A Chicago firm even goes a step farther than this. It sends out thousands of letters seeking inquiries, enclosing a regulation post card, on the back of which is printed in imitation of typewriting the very request they wish the prospect to make. And his name and address are already filled in at the bottom. This address is so placed in the letter to him that it shows through the window of the patent envelope and serves as the address for the letter. When the prospect gets it, all he has to do is drop this card in the mail box. This scheme both economizes time in the firm's office and simplifies things tremendously for the man addressed.

You cannot be too simple in your method of soliciting orders. If your proposition will admit of saying, "Clip a dollar bill to this letter and mail," say it. If more details are needed, make them as simple as possible.

SCHEME 15—THE MONEY-ORDER READY FOR SIGNATURE

If you want him to send a money order, help him to get it by enclosing a money order application filled in except for his name.

Avoid the possibility of giving the order blank a legal appearance. Simply have the order say, "Send me——" and as little more as is necessary. Show the prospect that there are no strings or jokers in your blank. Make it so simple that there is no possibility of misunderstanding its terms.

If the article is one that is sold in much the same way to every purchaser, it is best to print the entire order, leaving only the date line and the signature line blank. If the purchaser has to choose between two styles of the article or between two quanti-

ties, the order blank may be printed, so that the quantity not wanted may be crossed out.

SCHEME 16—ORDERING BY MARKS

In dealing with an unlettered class of people, it is well to put a foot-note in very small type under optional lines or words and to instruct the purchaser to "Cross out the style you do not want" or "Put an X opposite the quantity ordered."

In case of articles that are sold for cash and also on the easy payment plan, it is better to have two separate order blanks printed on different colors of paper, one plainly headed "Cash Order Blank," and the other "Easy Payment Order Blank." Avoid the "Installment Plan." The name has lost dignity of late; the wording "Easy Payment Plan" is better and more suggestive.

SCHEME 17—THE COIN-CARD

The coin-card method is a winner for sales under a dollar. The card, with its open holes inviting the quarter or the fifty-cent piece, and the order blank printed conveniently on the flap, captures much loose money.

The post office department will furnish money order applications with the name of the advertiser printed in the proper blanks. These printed applications should be sent for the prospective's convenience in cases where a money order is likely to be used. They insure that the advertiser's name will come before postmasters written in the preferred form, and they also relieve much of the hesitancy and embarrassment of the people that do not know how to make out an application.

SCHEME 18—SENDING MONEY AT THE OTHER FELLOW'S RISK

One of the best schemes for easy ordering invited the reader to fold a dollar bill in the letter "right now" and mail the letter at the risk of the firm. That effective closing removed the tendency to delay until a check or a money order could be secured. It took away the fear of loss in the mails. It largely increased the returns of the letter.

It is sometimes an excellent plan to suggest that the reader sign and mail at once a postal card that is enclosed. If there is an inch or two of space at the bottom of the letter, a blank order or request may be written there that needs only a signature to make it complete. In the closing paragraph, direct the reader to sign and return the slip.

An addressed envelope should always be enclosed. It will not invariably be used, but it will be used by most people, and it both promotes correct addressing and facilitates the handling of incoming mail.

PART VIII

Consisting of three chapters on the subject of "THE APPEAL TO DIFFERENT CLASSES OF PEOPLE."

BEFORE you make any man a proposition, be sure of your course, the end you desire to reach.

Know yourself, know your goods, know your man.

No friendly wind is going to pilot your ship into the port of profit.

You must map out your entire business voyage before you lift the anchor of initiative or set the sail of action.

It is the minute of talk after the hour of thought, the ounce of effort after the ton of preparation, that steers a business project into the harbor of success.

Before you step—*look ahead.*

Before you fire—*aim.*

Before you act—*plan.*

How To Write Letters That *Appeal To WOMEN*

PART VIII: THE APPEAL TO DIFFERENT CLASSES CHAPTER 7

THE two-page letter which a man would toss into the waste basket unread may be read by a woman with increasing interest at each paragraph. The average woman does not have a large correspondence; her mail is not so heavy but what she FINDS TIME TO READ EVERY LETTER THAT APPEALS TO HER EVEN SLIGHTLY. The printed heading may show a letter to be from a cloak company. She doesn't really need a new coat—and anyhow she could hardly afford it this fall—but she would just like to see what the styles are going to be like—and it doesn't cost anything to send for samples. Yet if the writer of the letter is skilled and understands the subtle workings of a woman's mind, THE CLOAK IS HALF SOLD BY THE TIME SHE FILLS OUT THE POSTAL CARD. This chapter tells why.

THE more personal a letter is made the more successful it will prove. Several large mail order houses, handling thousands of letters every day, are gradually abandoning the use of form letters, making every communication personal. The additional expense is of course great but the increased business apparently justifies the new policy.

The carelessness that sends out to women form letters beginning "Dear Sir" has squandered many an advertising appropriation. A man, in his hurry, might not notice such a mistake or charitably blame it onto a stupid mailing clerk, but a woman—never.

The mail order houses with progressive methods not only guard against inexcusable blunders and tactless letters but they are studying the classes and the individuals with whom they are dealing. A mail may bring in two letters—one, from a farmer, laboriously scrawled on a bit of wrapping paper; the other, from a lady in town, written on the finest stationery. Both may request catalogues and the same printed matter will be sent to each, but only the amateur correspondent would use the same form letter in reply.

The book agent who rattles off to every prospect the set speech which the house furnished him with his prospectus either throws up the work as a "poor proposition" or changes his tactics, and the form letter that tries to wing all classes of individuals is most likely to miss all.

In making an appeal to women, the first thing to be considered is the stationery. Good quality of paper is a sound investment. Saving money on cheap stationery is not economy for it prejudices the individual against the sender before the letter is even opened.

Firms that cater to women of the better class follow out the current fashions in writing paper. The "proper" size and shape of sheet and envelope immediately make a favorable impression. Various tints may be used to good effect and instead of a flaring lithographed letter head, the firm's monogram should be stamped in the upper left hand corner. The return card on the envelope should not be printed on the face but on the reverse flap. Such a letter is suggestive of social atmosphere; it is complimentary to the lady.

In beginning the letter it should strike at some vulnerable spot in feminine nature—but it must be so skillfully done that the motive is not apparent. If the line is anything that can be shown by sample, manage to work into the very beginning of the letter the fact that samples will be mailed free upon request. Women never tire of looking at samples; they pull thousands of orders that could never have been landed with printed descriptions or illustrations. A most successful house selling suits and cloaks has proved conclusively that nothing will catch the attention of a woman so quickly as an offer of free samples and some reference to style and economy in woman's dress. It urges upon its correspondents the desirability of getting in this appeal in the very first sentence.

A PERSONAL LETTER FROM THE SALES MANAGER 87

Letters from this house begin with some pointed reference: "Becoming styles, we know, are what you want, together with quality and the greatest economy." Or, "You know we guarantee you a perfect-fitting suit, of the prettiest materials in the market—whatever you may select."

This letter had the personal signature of the sales manager:

Dear Madam;

I have been intending to write you ever since you sent for your REPUBLIC Style Book, but I have been so busy in connection with our new building as to hardly find time.

But you are no doubt now wondering just why, out of the many, many thousand requests for the REPUBLIC Style Book, I should be so particularly interested in yours. And so I am going to tell you frankly my reason.

It is this: In your community there is only a very small number of all the ladies who wear REPUBLIC Suits, and they ALL should wear them--and WOULD wear them if they could but be made to know the real beauty of our suits. I want to show them just how beautiful a REPUBLIC Suit can be.

So I ask you, would you like to have made for you this season, the most beautiful suit you ever had?

Would you like now, a suit more stylish, better fitting, more becoming, better made--MORE PERFECT--than any other suit you have had?

If this interests you at all, then I am ready personally to see to it for you.

A suit that is different from the ones worn by your acquaintances is what I am now speaking of; not different because made of some unusual material, or in some over-stylish design, but different because BETTER. It is the difference of QUALITY, of genius in its outting, that I want your friends and neighbors to see and admire in your suit.

Now I am going to say to you very frankly that I have a reason for wanting to make your suit attract the admiration of your friends. I wish your suit to convince THEM that they, too, should have their suits made by the REPUBLIC.

Would you care to have me tell you just how I propose to put this unusual grace and style into your suit? First, everything depends upon the LINES of a suit--if its lines are beautiful, the suit is beautiful. Now we have at the REPUBLIC

a chief designer, who is a genius in putting the greatest beauty and grace into the lines of his models.

We say he is a genius, because a man can be a genius in designing just as a musician or any exceptionally skillful man may be said to be a genius. And when a highly trained cutter and an expert tailor make up one of this man's designs, the result is a suit that stands apart from all others, by reason of the attractiveness there always is in grace and style and beauty.

Such is the suit I offer to have made for you.

But there is to be no increased cost to you for this special service. The price of every REPUBLIC Made-to-Measure Suit is plainly stated under its description in our Style Book. That is all you'll have to pay.

If you wish you can have a dressmaker take your measurements and we will pay her for her trouble, as explained on the enclosed Dressmaker's Certificate. Please read this certificate.

"Now, what am I to do?" you ask. Simply send your order to me personally. Just say, "Make my suit as you agree in your letter."

Now if you wish other samples or information, write to me personally and I will take care of it for you. But, the sooner you get your order to me the better.

Please consider that we, at the REPUBLIC, will always be glad to be of service to you. I, especially, will be pleased to have the opportunity of making you a suit of which you can be proud and of which we will be glad to have you say, "This is a REPUBLIC Suit."

Shall I hear from you soon?

Yours very respectfully,

J. L. Lawrence

This letter was sent out on very tasty tinted stationery. It was written by someone who understood the subtle processes of the feminine mind. In the first place the lady is flattered because the sales manager himself writes to her and offers to give her order his personal attention, Surely an opportunity to secure the very best suit the house can turn out!

"It is the difference of QUALITY, of genius in its cutting, that I want your friends and neighbors to see and admire in your suit." No fulsome flattery here; it is so delicately introduced that it appears entirely incidental, but the shaft strikes home. There is just enough left unsaid to stir the imagination. The logic and the matter of fact argument that would appeal to the man gives way to suggestion and persuasion and the necessity for prompt action is tactfully inserted at the proper place.

In another letter from the same house the prospect was impressed by the great care used in making up garments:

"In order that your measurements may be taken exactly right, we send you with this letter a 'Republic' Tape Measure. This is the same kind that our cutters use and it is entirely accurate.

"We send this tape measure to you because we want to avoid the least possibility of variation in your measurements. We want to make your suit perfect, and we will personally see to every detail of its making."

No battery of arguments and proofs could make the same appeal to the woman as the tape line sent in this way. The suggestion is more powerful with a woman when skillfully handled than statements, assertions and arguments. Compare the subtle appeal in the above to the paragraphs taken from a letter sent out by a house that was trying to enter the mail order field:

"We want you to read our booklet carefully for it explains our methods of doing business fully. We are very particular about filling orders and know you will be pleased with any suit you may buy from us.

"Our financial standing should convince you that if anything is not right we will make it so. We guarantee satisfaction and solicit a trial order."

In the first place, the average woman would know nothing about the financial standing of the house. It is evident that the man who wrote the letter had been handling the correspondence

with dealers and firms that necessarily keep posted on the rating of manufacturers. And the way the proposition is stated that "if anything is not right we will make it so" suggests that very possibly the suit might not be satisfactory.

But while women are susceptible to flattery there is danger of bungling, of making the effort so conscious that it is offensive. "Your natural beauty will be enhanced by one of our suits for our cutter understands how to set off a woman's form and features so she is admired wherever she goes." The average woman is disgusted and reads no further.

HOW DIFFERENT ARGUMENTS APPEAL TO WOMEN

Style	<i>Foremost consideration</i>
Price	<i>Secondary consideration</i>
Quality	<i>Slight</i>
Exclusiveness	<i>Valuable</i>
Service	<i>Minor importance</i>
Sentiment	<i>Effective</i>
Flattery	<i>Expedient</i>
Testimonials	<i>Impressive</i>
Reputation	<i>Desirable</i>

Mere cleverness in expression will fall wide the mark and facetiousness should be strictly avoided. It is better to depend on a very ordinary letter which will have little effect on the reader one way or the other than to offend her by too obvious flattery or an apparent attempt to make capital from a feminine weakness.

Arouse her curiosity—the curiosity of woman is proverbial, and a general store at Nettleton, Mississippi, found a "Cousin Elsie" letter, mailed at Atlanta, Georgia, to be the most effective advertising it ever sent out, for it aroused the greatest curiosity among the women of Nettleton. Here is a letter just as it was sent out, the name of the recipient filled in on the typewriter:

My Dear Cousin:-

I know you will be surprised to get this letter. I spent such a delightful Winter in California and wished so often that my dear Nettleton kin could be with me.

On my return trip, I met the Wilson Piano Co's Manager. He told me the Nettleton Supply Co. was giving away one of its \$400.00 pianos this year in advertising. I do hope that some of my ambitious Cousins will get to work and get it. It will certainly be worth working for.

Then what do you think? The first thing when I came to the office this morning, I made an invoice of the Millinery that the Nettleton Supply Co's buyer had bought of our house and I was certainly surprised to know that such beautiful stuff is sold in a small town like Nettleton. Our salesman said that this is one of the nicest bills that he has sold this season.

I met the buyer and talked with her about all of you and promised to attend the Spring opening. I know it will be one of the best the house has had, as it will have so much pretty stuff to show.

I will have only a day or two and I want to ask you and all my Cousins to meet me at this opening. I am anxious to see you and this will be a good opportunity for us to meet. Don't fail to meet me.

I have lots of work to do and must bring this letter to a close. With a heart full of love for all the dear old Nettleton folks and an extra lot for you, from,

Your Cousin,
Elsie.

P. S. -Don't fail to come to the opening, I will be there if possible. Miss Smiley will let you know when to come. Buy a pair of Peters' shoes this Spring; you will never regret it.

Such letters could not be used very often but occasionally they are immensely effective. "Mrs. Elliott's troubles and how they were cured" have become famous in some parts of the country. Written in long hand, they bore every resemblance of a social letter from a lady to some old neighbor and told how many of her housekeeping troubles had been ended by using a certain kind of furniture polish. The letters were written in such a chatty style that they were read through and passed around to other members of the family.

The appeal to women must hover around her love of style and her desire for economy. Bring in either subject deftly at

the beginning of a letter and she will be an interested reader of all the sales talk that follows.

Several mail order houses have trained women to handle this part of their correspondence for they are more apt in the use of

My dear:

I know you will be surprised to hear from me and I may as well confess that I am not altogether disinterested in writing you at this time but I am glad to say that the duty imposed upon me is a pleasure as well.

You know some time ago after I had painted my floors, I wrote the company whose paint I used and they put my experience in the form of a little booklet entitled "Mrs. Elliott's Troubles".

This is the first page of a facsimile hand-written letter that proved highly successful as it appealed to feminine curiosity and insured careful reading

feminine expressions. Let a man try to describe some article as "perfectly splendid," or "really sweet" and he would stumble over it before he got to the end of the sentence. Yet when these same hackneyed phrases are brought in naturally by a woman who "feels just that way" about the garment she is describing, they will take hold of the reader in a way that is beyond the understanding of the masculine mind.

In the appeal to women, there is more in this tinge of off-hand refinement, the atmosphere, the enthusiasm shown and in the little personal touches, than in formidable arguments and logical

Dear Madam:

This mail is bringing to you a copy of our new catalogue, describing our complete line of Hawkeye Kitchen Cabinets.

The catalogue will tell you how you can do your kitchen work in half the usual time.

It will tell you how to save your strength, time, and energy--how to relieve yourself of the burden of kitchen drudgery.

Aren't these things worth looking into?

Just try counting the unnecessary steps you take in preparing your next meal. Calculate the time you lose in looking for articles that should be at your fingers' ends but are not.

Imagine, if you can, what it would save you if you could do away with your pantry, kitchen table, and cupboard and get all the articles needed in the preparation of a meal in one complete well-ordered piece of furniture that could be placed between the range and sink, so you could reach almost from one to the other. Think of the steps it would save you.

Imagine a piece of furniture containing special places for everything--from the egg beater to the largest kitchen utensil--a piece of furniture that would arrange your provisions and

This letter is written in an easy, natural style, which is aided by the short illustration of the car-fare well chosen. The closing is in keeping with is a longer one than the man would read about a kitchen

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reasons. What is triviality to a man is frequently the clinching statement with a woman. And so a fixed set of rules cannot be formulated for writing letters to women. Instead of a hard and fast rule, the correspondent must have in mind the ideas and the features that naturally appeal to the feminine mind and use them judiciously.

All women, for instance, are influenced by what other women do, and there is no other trick more productive of sales than the reference to what some other customer has ordered, or what comments she has made. Both in educational campaigns and

utensile in such a systematic way that you could (in the dark) find almost anything you wanted.

If you can draw in your mind a picture of such a piece of furniture, you will have some idea of what a Buckeye Kitchen Cabinet is like.

Now, don't you want one of these automatic servants? Don't you think you need it?

If so, send for one NOW. Don't put it off a single day. You have been without it too long already.

It doesn't cost much to get a Hawkeye. If you don't care to pay cash, you can buy on such easy payments that you will never miss the money--only five cents a day for a few months. You would think nothing of paying five cents a day street-car fare to keep from walking a few blocks in the pure air and sunshine, yet you are walking miles in your kitchen when one street-car fare a day for a few months would do away with it.

Send your order right along and use the Cabinet thirty days. If it doesn't do what we say it will, or if you do not consider that it is more than worth the money, send it back at our expense and we will refund whatever you have paid. That's fair, isn't it?

We pay freight on all-cash orders

Yours truly,

Adams & Adams

paragraphs. The appeal to the imagination is skillful, and the homely the general quality of the letter and was undoubtedly effective. This letter cabinet, but there are not too many details for women readers.

in writing to regular customers on some specific proposition it is a good policy to work in some reference to a recent sale:

"One of our very good customers from your neighborhood writes us that her new suit (Style 3587) has caused her more perfectly delightful compliments than she ever had before."

Such testimonials are to be found in every mail order house that has attained even a moderate success, for women who are pleased are given to writing letters profuse in their expressions of appreciation.

At times it is desirable to quote a whole letter, withholding, of course, the name of the writer. The most convincing letters to use are those that tell about first orders, or how some friend induced the writer to send in a trial order, or how she came to be a customer of the mail order house. These personalities add a touch of human interest, they create an atmosphere that is real, they mean much to a woman.

Quoted letters are especially effective in getting a first order after a woman has become sufficiently interested to write in for a catalogue. Here is one lifted from a letter sent out by the general manager of a suit house:

Dear Mr. Wardwell:

You ask me to tell you how I came to send you my first order.

I think I had written for your Style Book three seasons. Each time I found many garments I liked. I found waists and dresses and skirts that were much prettier than the ones I could get elsewhere. And yet some way or other, while I longed for these very garments, yet I did not order them. I think it was simply because I never had ordered by mail.

One day when looking through your Style Book the thought came to me: "If you want this dress, why don't you stop hesitating and wondering and sit down right now and order it?"

And I did--and ever since I have bought my suits, dresses, waists, almost everything, from you.

A testimonial letter from prominent women, wives of distinguished men and others whose names are widely known, is an effective touch. A number of years ago Mrs. Frances Cleveland, wife of the ex-president, wrote to a furniture factory for a cedar chest. The order was in Mrs. Cleveland's own handwriting and the letter was at once photographed and a facsimile is now enclosed with all the letters and advertising matter sent out by the furniture house. Such things have an influence on the feminine mind that the skilled correspondent never overlooks.

The reason that so many letters fail to pull is because the correspondents are not salesmen; they are unable to put actual selling talk into a letter. For after you have aroused a woman's curiosity and appealed to her love of style and her desire to economize, there has got to be some genuine, strong selling talk to get the order.

The difference is brought out by a large Chicago mail order house which cites the customer who inquired about a certain ready made skirt in a 34-inch length which could not be supplied as the regular measurements run from 37 to 43. A correspondent thinking only of the number of letters that can be answered in a day simply wrote, "We are very sorry we cannot supply the skirt you mention in the length you desire, because this garment is not made regularly in shorter lengths than 37 inches. Regretting our inability to serve you," and so forth.

The letter inspector threw out the letter and dictated another:

"We cannot furnish skirt, catalogue number H4982, in a 34-inch length, but we can supply it in a 37-inch length; this is the shortest length in which it is regularly made. You can have it altered to a 34-inch length at a small expense, and as the skirt is an unusually pretty style and of exceptionally good value, the price being only \$7.65, we trust you will favor us with your order."

This is letter-writing plus salesmanship. The correspondent did not spill over in his eagerness to get the order; he did not describe the skirt as the finest to be had nor insist that it was the most wonderful bargain in the catalogue. Rather he told her it was an "unusually pretty style and of exceptionally good value." It was so simply told and so naturally that it carried conviction.

It refers to style and to economy—two things that appeal to every woman.

Letters personally signed by the "Expert Corsetiere" of a large wholesale house were mailed to a selected list of lady customers in cities where the Diana corsets were handled:

Dear Madam;

Here's an incident that proves how important corsets are in wearing the new straight, hipless gowns.

Mrs. Thompson, who is stouter than the new styles require, tried on a princess gown in a department store. The gown itself was beautiful, but it was most unbecoming and did not fit at all, tho it was the right size for her.

Mrs. Thompson was about to give up in despair saying, "I can't wear the new styles"—when a saleswoman suggested that she be fitted with a Diana Corset in the model made for stout figures.

The result was that the princess gown took the lines of the corset and fitted Mrs. Thompson perfectly. In fact the original lines of the gown were brought out to better advantage.

This only goes to prove that with a good corset any gown will drape right and take the lines of the corset.

You'll find it easy to wear the new long straight style gowns if you wear a Diana corset in the model made for your style of figure.

The Dianas are made after the same models as the most expensive French corsets costing \$10 to \$25. Yet \$5 to \$1 buys a Diana.

The Diana is not heavy and uncomfortable as so many of the new corsets are this year. The fabrics from which they are made are light and comfortable. At the same time, so closely meshed and firmly woven that with reasonable wear every Diana corset is guaranteed to keep its good shape and style or you will receive a new corset without charge.

The Diana dealer, whose card is enclosed, invites you to call and see these new corsets.

Will you go in to see the Diana today?

Very truly yours,

Grace Le Mountain

The letter is in a chatty style that assures its being read. It does not say "We have just the corset for you stout women"—but that is what it means. It interests and appeals especially to the stout women without reminding them offensively that they are too heavy to wear the styles then in vogue.

The National Cloak Company has studied the methods that take firm hold on the women and finds it necessary to bear down heavily on the guarantee of satisfaction. Many women are inclined to be skeptical and hesitated long before sending money to an unknown house. So the National uses a guarantee tag insuring customers against dissatisfaction, sending these tags out with the goods. It assures the return of money if the order is not all right in every way and further agrees to pay all the express charges. Free reference is made to this tag in the company's letters and it gives a certain concreteness to the guarantee feature. This tag makes its own argument, proves its own case.

Business men generally take it for granted that satisfaction goes with the goods; their experience enables them to size up a proposition quickly and if there is any flaw in the advertisements or the company's methods, they pass it by. But women, not so familiar with business affairs, must be approached from a different angle. Little points must be explained and guarantees must be strongly emphasized. The formal letter which appeals to a man by going straight to the point would, by its very conciseness, offend the vanity of a woman.

The successful correspondent never overlooks the susceptibility of a woman to flattery—but it must be the suggestion of flattery, the implied compliment, rather than the too obvious compliment.

"The handsomest gown money will buy can't make you look well unless your corset is the correct shape."

This is the opening sentence in a letter advertising a particular corset. The lady is gracefully complimented by the intimation that she wears handsome gowns, yet there is not the slightest suggestion that the reference was dragged in as a part of the selling scheme.

Instead of insinuating that she must buy cheaply, let it be hinted that she is actuated by the very laudable motive of economy. "You would scarcely believe that such delicious coffee could be sold at 20 cents—unless you happen to know that the flavor of coffee depends largely upon the blending." Here the low price is emphasized but there is no hint of forced economy, rather it suggests that the best quality can be obtained without paying a high price.

"You can offer your most particular guest a cup of Regal coffee and know she has never tasted a more delicious flavor and fragrance."

This is the beginning of a letter that successfully introduced a new coffee. Here is a tactful compliment—the taking for granted that the recipient entertains guests of some importance—guests who are particular and will notice her coffee. There are few things that the average woman is more concerned about than that her guests will be pleased with her refreshments. The suggestion that she herself would enjoy or even that her family would enjoy this coffee does not make such direct appeal to a woman as this assurance that it will please her particular guests.

The house that uses the same kind of letter on men and women will never score such big results as the firm that understands the different processes of thinking and the different methods of making the appeal. With the man it is reason, logic, argument; with the woman it is suggestion, flattery, persuasion. The correspondent who expects to build up large sales by letter from women must study their whims, their prejudices, their weaknesses and their characteristics before he can make an appeal that brings in the orders and makes permanent customers of trial buyers.

It is the little things—this subtle insight into feminine nature that marks the successful selling letter to the woman. They are not things that can be set down and numbered in a text book; they are qualities of mind that must be understood and delicately handled. Rightly used they are more powerful than irrefutable arguments and indisputable facts.



PART VIII: THE APPEAL TO DIFFERENT CLASSES **CHAPTER 8**

IF you received a dozen letters in your mail this morning it is probable that there were just twelve different angles to the appeals that were made. For most correspondents are not thinking about the man they are writing to but are concerned solely with thoughts about the propositions they have in hand—and that is why the great bulk of the letters that are opened in the morning pause at the desk only momentarily before continuing their way to the furnace room. It is the exceptional correspondent who stops to analyze his letters, looking at them from every viewpoint, and then tests out his conclusions, trying this appeal and that until he evolves certain principles that pull letter writing out of the class of uncertainties and enable him to depend upon definite returns.

100

income, better position, some honor or recognition—touch these and no matter how busy, he will find time to read your message.

You've got to have more money.

Your salary, without income, is not enough. The man who depends upon salary alone to make him rich--well-to-do--or even comfortable, is making the mistake of his life. For the minute you stop working, the money stops coming in. Lose a day and you lose a day's pay--while expenses go right on.

Don't you think it's time you got Nature to work for you? A dollar put into a peach orchard will work for you days, nights and Sundays. It never stops to sleep or eat but keeps on growing--growing--from the very minute you put your money in.

Think of the difference between a dollar invested with us and increasing and yielding day by day and the dollar which you use to purchase a few moments idle diversion or pleasure. The latter is lost forever--the dollar put to earning with us earns forever.

"More money." That appeal strikes home. One glance at the letter and a man is interested. He may not have money to invest but the other letters will remain unopened until he finds out whether there is not some plan or scheme that will actually mean more money to him.

The correspondence schools recognized the force of this appeal and developed it so systematically that it might be called the standard correspondence school argument.

Here is one of the best pulling arguments:

Pay-day--what does it mean to you?

Does your money "go 'round?" Or does it fail to stop all the gaps made by last week's or month's bills?

Last week--according to actual, certified reports on file in our office--A. B. C. men got their salary raised as a direct result of becoming more proficient from studying A. B. C. courses.

Don't you think it's time that salary-raise was coming your way?

The same product—a correspondence course—may use the line of appeal peculiarly appropriate to men—that of responsibility. Such a letter leads out:

If your expense were doubled tomorrow could you meet them--without running heavily in debt?

If you had to have more money on which to live--to support those dependent upon you-- could you make it?

You could if you had the training afforded by our course; it has doubled other men's salaries, it can do the same for you.

Next to the appeal to ambition in strength is this appeal to responsibility. This is the burden of the arguments used by insurance companies, savings banks and various investment companies.

An insurance company marketing a particularly strong investment policy, and which follows the plan of writing to the prospect direct from the home office, finds that such a letter as this pulls:

Our Agent, Mr. Blank, no doubt has presented to you a majority of the many advantages of a _____ policy in the _____. But we want you to have in writing, and signed by an officer of the company, what we regard as the main reason you should be with us.

No civilized man can evade responsibility. Should anything happen to you, you are responsible for that loss--to your business--your family--your friends. Is your responsibility great enough--without the protection of the Regal Company--to "make good" your own loss?

But the kind of appeal to make is only one phase of the problem. Of equal importance is the manner of making that appeal.

On first glance it would be thought that the products which appeal specifically and exclusively to men would be marketed by talking points which have specifically and exclusively the masculine appeal. But such is not the case. Men's clothes, as an

instance, are marketed on the talking points, "need for suitable dress," "quality," "style," and similar arguments. These arguments are not the ones appealing merely to men; women are just as much interested in need of suitable dress and the quality and style of the garment worn as are the members of the opposite sex. But the general talking point may be extended, or rather restricted, so as to make an appeal to men along the lines of their exclusive experience:

Clothes are the outward index of the inner man.

The business man who dresses so as to show his inherent neatness and orderliness has just that much advantage over his less careful competitors.

The employee who meets the responsibilities and niceties of good business dress shows to his sharp-eyed employer that he is a man who is liable to meet the niceties and responsibilities of a better position.

More than once has both business and advancement hinged on appearance. And good appearance never handicaps--never holds a man back.

This presentation is good "man copy" for it is based on that universal attribute—the desire to "get on" in business and as an employee. This letter has the right kind of appeal, rightly

HOW DIFFERENT ARGUMENTS APPEAL TO MEN

Price	<i>Foremost</i>
Sentiment	<i>Useless</i>
Style	<i>Slight</i>
Quality	<i>Important</i>
Flattery	<i>Doubtful</i>
Exclusiveness	<i>Seldom</i>
Testimonials	<i>Effective</i>
Reputation	<i>Reassuring</i>
Service	<i>Essential</i>

presented. Compare that letter with the one sent out by a tailor to the professional men of his city:

Dear Sir:

I hope you will excuse the liberty I am taking in addressing you personally, but as it is on a matter that affects you very much and also your profession, I hope you will overlook the familiarity.

As a physician you realize the importance of having good clothes and also of having them kept in good order, both from a social as well as a professional standpoint.

Being situated in your immediate neighborhood and having my store open a greater part of the day, I am sure the proximity will be a great convenience to you.

I have had twenty-seven years' experience in making clothes and cleaning, pressing and repairing them. I do not think you need question my ability to do your work satisfactorily as I have made clothes for some of the most fastidious and aristocratic people in the world.

Sixteen years in London, England, making clothes for Lords, Dukes and other titled people should entitle me to your consideration.

Perhaps you may have some lady friends who need garments remodelled, cleaned, pressed or repaired, who would be glad to know of my shop.

I assure you I will attend to all orders promptly and do your work as you want it.

Yours very truly,

L. J. Howard

This letter begins with an apology and there is no inducement to patronize the tailor except his unbacked assertion that he made clothes for "titled people" for sixteen years

He starts out with an apology and his sentences are involved. His boast about the work he has done for titled nobility abroad indicates that he is a snob—the whole letter lacks conviction.

Sometimes a man-to-man appeal may have the heart interest that strikes a responsive chord.

Dear Mr. Smith:

A statement that every man agrees with. Good description.

An extra pair of dressy, well-made trousers is something every man can use—no matter how many suits he has. Here is an opportunity to get a pair at exceedingly moderate cost.

Effective method of dealing with a real bargain.

You know how we make trousers--what substantial, well-selected patterns we carry; how carefully we cut, so as to get perfect fit in the crotch and around the waist; how we whip in a piece of silk around the upper edge of the waist; put in a strip to protect against wear at the front and back of the leg at the bottom; and sew on buttons so that they won't pull off.

Sending of samples greatly increases power of letter.

Our season is winding up with a lot of patterns on hand containing just enough for one pair or two pairs of "Burnham-made" trousers. See the enclosed sample. There's a good variety in dark patterns and a few light patterns, not a one sold regularly at less than \$6.50 and some sold as high as \$7.50

This consideration for the old customer is sure to have a good effect.

These remnants won't go into the windows until Saturday morning. We are notifying you, as a regular customer, that as long as these remnants last you can get a pair of trousers from any piece for \$5.50, or two pairs at the same time from the same measure for \$10--workmanship just the same as if you paid the regular price.

The last half of the closing sentence has much subtle power.

This is a REAL bargain, and we hope to see you before the best of the patterns are picked out.

Truly yours,

THE BURNHAM COMPANY

Here is another letter sent out by a rival tailor. It grips attention in the first sentence and carries conviction. It prompts immediate action and every sentence carries an appeal. Unlike the preceding letter, it does not talk about the writer but about the goods he has for sale—the bargains he offers

The manager and owner of a business which was in immediate need of money had tried out different sales letters with but fair success. His product sold to men; it would stand up under trial; the difficulty lay entirely in awakening interest in a highly competitive product.

As there seemed scarcely a chance that the business might be made to live, the manager decided to take the public into his confidence—partly, perhaps, as extenuation for the failure he saw ahead. So he led out with a sales letter beginning with this appeal:

Suppose you had put every cent of money--every bit of your wide experience--every ounce of energy--into a business, wouldn't you want to see it go--live?

And if you knew--positively knew--that you had the best product of its kind in the world--wouldn't it spur you to still greater efforts--if you knew that there was danger of failure simply because the public was not prompt enough in responding?

You, like hundreds and thousands of others, have had it in mind to buy of me sometime. It is vital to the life of my business that you make that sometime. NOW!

The pulling power of this letter was phenomenal; not only did thirty-five per cent of the list order, but twelve per cent in addition answered, stating that their orders could be depended upon later. In addition, there were scattering letters of encouragement and comment—making a total result a marker in the era of solicitation by mail.

What made this particular letter pull, when dozens of other letters, written by the same man to the same list on the same proposition, had attained only mediocre results?

The last letter made a distinctive appeal—to men—and particularly to men in business. For, since the time of “playing store,” every man has met, in its many varied guises, the wolf of Failure—and once a fellow business man is in the same plight, the man who loves fairness will do his part to help out.

That these talking points that appeal to men are efficient is proved by such cases as just cited; once the man-to-man appeal is actually brought out, the response is immediate.

While such appeals occasionally make a ten-strike, the average correspondent must rely upon logic and “reasons why” in making his appeal to men.

The ability to reason from cause to effect and omitting none of the intermediate or connecting steps has long been held to be

a substantial part of the masculine mind. Orators have found that logic—conviction—may have little or no effect on a feminine audience and yet prove the surest means of convincing an audience of men. School teachers early note that the feminine portion of the school lean towards grammar—which is imitative and illogical—while the boys are generally best in mathematics—which latter is a hard and fast “rule” study.

Similarly in business, the average man is used to “working with his pencil,” and will follow a logical demonstration to the close, where a woman would not give it a passing glance.

One of the latest selling campaigns, marketing town lots in various new towns between St. Paul and the Pacific Coast, appeals to the logical note in the masculine mind, and grants a concession in a follow-up, even before it is asked for. This makes a particularly strong appeal to the man who has begun to think about the proposition and who senses that, somehow, it is not quite logical.

We have a letter from a man who, like you, read our advertisement and sent for more information, including a copy of our contract, and he wrote as follows:

“I don't like the forfeiture clause in your contract. Under it, if a man paid you \$950, and then lost his job and couldn't pay any more, you would have the right to gobble up all of his money and keep the lots too. You wouldn't dare to make a contract with me, under which as soon as I had paid you \$300 you would deed to me the first lot mentioned in my contract--the lot at _____,--and then with each \$100 paid in on the contract, deed me the next lot named in my contract. If you would do this, I would take your contract in a minute, because I would have some land for my money I paid in, if I had to quit before I paid you the full \$1,000.”

We took this man at his word, and have since thought that possibly there were others who regarded our contract as being too severe.

If this was the reason that you did not invest with us, we ask you to examine the enclosed proof sheet, from the printer, of our new contract, and write us not only if it suits you, but if you can think of any other way to make it any more fair and equitable.

The illustration given is particularly good because it is anticipatory—nips an objection that may be just forming in the mind of the prospect.

Appeals to men can be peppered with technical description and still interest and get results. The sales manager of a house selling cameras by mail says, in speaking of this principle:

"We found it necessary to use an entirely different series of letters in selling our cameras to men and to women."

Dear Sir:-

We sent you a sample of our Royal Mixture tobacco in response to your request some time ago. We are anxious to know what you think about it.

This is the best tobacco on the market today at the price, and as we know you would not have asked for a free sample unless you intended to buy more if you liked the sample, we hope to receive your order by return mail.

Very truly,

Drumell Co.

A flat, insipid letter entirely without order-pulling force. The attempt to twist the request for a free sample into an obligation to place an order strokes a man's intentions the wrong way.

"Generally speaking, men are interested in technical descriptions of the parts of the camera; women look at a camera from the esthetic side—as a means to an end.

"In writing a sales letter to a man, I take up, for instance, the lens. This I describe in semi-technical terms, stating why this particular lens or combination of lenses will do the best work. Then follows a description of the shutter—and so on through the principal parts until, if the prospect be seriously interested, I have demonstrated, first, that the camera will do the best work, and, second, that it is good value for the money,

"In writing a letter, under the same conditions, to a woman, I put all technical description in an enclosure or accompanying

Dear Sir:

Well, how did you find the tobacco?

I'm anxious to learn your opinion of Royal Mixture, now that you've burned a bit of it in your pipe.

I believe in this tobacco, and back it up with a guarantee that removes all risk so far as the customer is concerned. I refund money without argument if you are not satisfied.

Royal Mixture is not intended for smokers who are satisfied with any old stuff that will burn and give off smoke. It is used by people who want nothing but the best and know it when they get it. It's the perfection of pipe tobacco.

Men who smoke my Mixture for a month can't come down to common mixtures again. It spoils the taste for cheap tobacco. Smoke a dozen pipes of it and you'll wonder how you ever got any comfort out of ordinary smoking tobacco.

Royal Mixture is skillfully blended from clean, ripe leaves of the very best tobacco grown. It is neither too strong nor too mild--it is precisely what a knowing pipe smoker likes: fragrant, satisfying, delightful to nerves, nostrils and palate.

There's a glorious, natural aroma about Royal Mixture which appeals to a gentleman's nostrils most favorably. Particular pipe smokers praise it in the highest terms, and prove the sincerity of their praise by ordering it from month to month.

Shall I number you among the "regulars?" Remember, you can't buy Royal Mixture from the retail shops. It goes direct from packer to purchaser and reaches you in perfect condition.

The cost is so small, and as you take not a particle of risk but can secure full refund of money if dissatisfied, why hesitate to order? The responsibility is entirely upon me.

Every day you delay ordering means a distinct loss to you of greater pipe pleasure than you have ever experienced.

Won't you sit down now, while the matter is right before you, fill enclosed blank and mail me your order TODAY--THIS MINUTE?

Yours very truly,

Edward Burrow

Here is the letter re-written explaining why this tobacco is superior. The appeal is cleverly worded to flatter the recipient into believing he is one of those who know and demand something a little better than common. The cost is kept in the back ground by the guarantee of satisfaction and the clincher prompts immediate action.

folder and write a personal note playing up the fact that in after years it will be very pleasant to have pictures of self, family, baby, and friends.

"These two appeals are the opposite poles of selling—the one logic and conviction, the other sentiment and persuasion."

Logic and conviction, in fact, are the keynotes to selling men by mail. Men fear being "worked;" on those occasions when they have been "worked," it has generally been through sentiment—through the arts of persuasion rather than a clearly-demonstrated conviction that the proposition was right. As a consequence persuasion alone, without a mass of figures and instances, does not convince a man.

A land company uses a novel method of conviction along this line, aiming to get the prospect to furnish his own figures. The idea is, that these figures, prepared by the prospect himself, and the accuracy of which he himself vouches, will work conviction.

The letter read in part:

Suppose, ten years ago, you had paid down, say \$10 on a piece of cheap land.

Then from time to time you had paid in say \$10 per month on the same land. Had you been able to buy then as you can buy from us now, your land would have been secured to you on your first payment.

Now figure out what you would have paid in at \$10 per month in ten years. Now, remembering that well-selected land doubles in value once, at least, every five years, what would you be worth now, from your \$10 a month investment?

The letter proved the best puller of a series of try-outs, sent to professional men and men on salaries.

Every man has, as a by-product of his every-day experience, certain more or less clearly defined impressions. With some men these are still in a sort of hazy formation; with others these vague ideas are almost a cult. The letter-writer who can tap one of these lines of thought gets results in a flash. This style of letter is one which, taking a basis of facts common to most men, blends them in the letter written, so as to form fixedly

from the *prospect's own ideas and experiences*, a firm conviction that what the writer is saying is absolute truth.

A letter of this character is one put out by the president of a southern real estate company, which is a model of conviction:

"It has been my custom for the last twenty-five years to return to the home of my childhood, Albany, Ga., about once every two years. About a year ago, when I returned to Albany, I found only a few signs over the store doors the same as when I left the old town twenty-five years ago. During that twenty-five years nearly all of those 'strugglers for wealth' in the mercantile business had either failed or had died, and in dying left practically nothing.

"I am going to tell you about the man in that little town who turned to be 'the one in a hundred.' I am profiting today by the one great lesson I learned from that man's life. He was working on a salary when I left, and continued to work on a salary for years after I left Albany. He would only laugh at you if you suggested that he put his savings into any mercantile enterprise, but if you wanted to sell him a good piece of real estate he would 'sit up and take notice.' He had a mania for buying real estate. He would buy real estate just as long as he could raise a dollar. He would buy it 'going and coming.' He would buy, buy, BUY, ALL the time, but he Seldom sold a piece.

"After a few years his rents enabled him to buy so frequently that he became the owner of property, literally ALL OVER ALBANY. This man died three years ago at which time he had the largest income and the largest fortune ever made by any living being in Albany, and he made it in real estate right there in that little town. Had he lived in a rapidly growing city there is no telling what he would have accumulated. This man inherited nothing, and, as I said, was working on a salary when I left Albany twenty-five years ago. He gave each of his eight children the finest education that money could secure in Georgia. He gave each a comfortable home before his death, and he gave to EACH of those eight children by his will \$50,000.

"My friend, you would have a hard task if you undertook to find a man who has been engaged in more different enterprises than myself. Whenever I put money into any kind of business venture, it's only a question of a few short years when I lose EVERY RED CENT. Whenever I put money into real estate I almost INVARIABLY make money, and I say to you positively, that if I had a business enterprise today which I could sell for so little as a thousand dollars, or so much as a million dollars, I would close it out just as quickly as I possibly could, and like John A. Davis, of Albany, Ga., I would put every dollar in real estate."

By the time the prospect has read facts drawn from the writer's experience and fitted these facts to his own experience he is convinced—and ready to buy.

Another land company sent out a five-page letter—enough to smother whatever interest might have been attracted by the advertisement. Here is the third paragraph from the letter:

"As you were attracted by this investment opportunity after reading the straight facts regarding it, I have come to believe in your judgment as a careful and prudent person who recognizes the value of a good, permanent, promising investment."

That's enough! It is barely possible that the first few paragraphs might arouse your interest enough to glance through the five pages, but this crude attempt to flatter you is such palpable "bunk" that you are convinced there is not the sincerity back of the letter to make it worth your while—and five pages more are headed for the car-wheel plant.

The "man appeal" is one that draws strongly from man experience. Ambition, responsibility, logical arguments, reasons why—these are the things that the correspondent keeps constantly before him. They all have root in experiences, habits of thought and customers which distinguish men; they are more exclusively masculine attributes that play an important part in the make-up of letters that rivet the attention of busy business men.

How To Write Letters That *Appeal* to FARMERS

PART VIII THE APPEAL TO DIFFERENT CLASSES CHAPTER 9

THE FARMER *is a producer of necessities, hence he is a shrewd judge of what necessities are. More, he has always in mind a list of necessities that he intends to purchase—when he “can afford it.” For this reason the letter that sells goods to him must either stimulate him to an immediate purchase of an article on his “want list,” or to displace a necessity that is already there with something MORE necessary. So the letter that sells goods to him must appeal to his needs—and give him detailed specifications to think about.*

DOES it appeal to the farmer's need,” is the overhead question which is back of all advertising directed at the man living on a farm. It is not necessary to go into proofs; the reasons are apparent.

“All other things being equal,” says the chief correspondent for one of the big mail order houses, “the surest sale is the item that the farmer patron feels he must have. Even after making money enough to be classed well-to-do, the farmer persists in his acquired mental habit—he tests every ‘offer’ put up to him by his need for it—or rather whether he can get along without it. This predisposition on the part of the audience to which the letter is addressed is to be borne in mind constantly—that the farmer thinks in terms of necessities.”

So the mail order firm shapes its appeal to the farmer, emphasizing the need of the merchandise it is offering, and at the

same time it bears down heavily on the advantages of buying direct.

And while the easiest way to reach the farmer's purse is by appealing to his needs—the practical value of the article or goods advertised—the correspondent must keep constantly in mind the particular manner in which the appeal can best be made. The brief, concise statement that wins the approval of the busy business man would slide off the farmer's mind without arousing the slightest interest. The farmer has more time to think over a proposition—as he milks or hitches up, as he plows or drives to town, there is opportunity to turn a plan over and over in his mind—give him plenty to think about.

The farmer's mail is not so heavy but what he has time to read a long letter if it interests him, and so the successful correspondent fills two or three pages, sometimes five or six, and gives the recipient arguments and reasons to ponder over during his long hours in the field. One of the most successful men in the mail order business sometimes sends out a seven page letter, filled with talking points. "It will save you money"—"I want you to compare the Challenge with other machines"—"Shafting of high carbon steel"—"Gearings set in phosphorus bronze bushings"—"Thirty days' free trial"—"Try it with your money in your own pocket"—"\$25,000 guaranty bond"—point after point like these are brought out and frequently repeated for emphasis.

The head of the English department in the university would be pained at the lack of literary quality, but it is a farmer's letter and it follows the grooves of the brain in the man who is going to read its seven pages. And after all, the writer is not conducting a correspondence course in rhetoric; he is selling implements and is not going to chance losing an order because his proposition is not made perfectly clear—because it shoots over the head of the reader. And the correspondent not only tries to make his proposition clear but he tries to get up close to the recipient in a friendly way. The farmer is awed by formalities and so the writer who really appeals to him talks about "You and Me." "You do that and I will do this—then we will both be satisfied." One successful letter-salesman seldom fails to ask some direct question about the weather, the crops, the general outlook, but he knows how to put it so that it does not sound perfunctory and frequently the farmer will reply to this

question without even referring to the goods that the house had been writing about. Never mind! This letter is answered as promptly and carefully as if it had been an inquiry concerning a large order.

HOW DIFFERENT ARGUMENTS APPEAL TO FARMERS

Price	<i>Paramount</i>
Quality	<i>Essential</i>
Style	<i>Unimportant</i>
Sentiment	<i>Lacking</i>
Flattery	<i>Useless</i>
Exclusiveness	<i>Ineffective</i>
Testimonials	<i>Reassuring</i>
Reputation	<i>Valuable</i>
Utility	<i>Vital</i>
Service	<i>Appreciated</i>

Such attention helps to win the confidence of the farmer and the knowing correspondent never loses sight of the fact that the farmer is, from bitter experience, suspicious especially of propositions emanating from concerns that are new to him. After one or two satisfactory dealings with a house he places absolute faith in it but every legitimate mail order concern is handicapped by the fact that unscrupulous firms are continually lying in wait for the unwary: the man with the county rights for a patent churn and his brother who leaves a fanning mill with a farmer to demonstrate and takes a receipt which turns up at the bank as a promissory note are teaching the farmers to be guarded. Many of them can spot a gold brick scheme as soon as it is presented. Therefore the correspondent has to keep before him the fact that the farmer is always wary; his letters must be so worded that no obscure phrase will arouse suspicion; no proposition will admit of two interpretations.

So the guarantee and the free trial offer are essential features in letters that sell the farmer. In hundreds of letters from manufacturers of goods that are sold by mail to the farmer, nearly

every one throws into prominence the guarantee and the free trial offer with money refunded if the purchase does not prove satisfactory.

A manufacturer of farm implements puts this guarantee into the first person effectively.

Such a letter carries conviction; you are impressed by the fact that 40,000 farmers consider this spreader the best; the offer of comparison and demonstration seems conclusive that a comparison is not necessary; you feel that the man who bought a different kind of spreader must have acted hastily without investigating the merits of this particular machine.

The farmer is usually open to conviction but he has to be "shown." After he has had successful dealings with a house for several years he readily accepts its assurance that something is just as good at a less price than what he would buy of a retailer, but he can most easily be won over by strong "why" copy. An educational campaign is almost always necessary for the farmer who has never bought goods by mail; to pull him out of the rut of established custom it is necessary to present facts and figures to convince him that the direct-to-the-customer method is to his advantage.

To get this to the eye and mind in a striking way is the first requisite.

A Cincinnati firm selling buggies uses a comparative table at the bottom of the first sheet of the first follow-up, as follows:

COST OF RETAIL PLAN		COST OF OUR PLAN	
Actual factory cost of buggy	\$43.00	Factory cost	\$43.00
Factory selling expense	4.00	Selling expense	4.00
Salesmen's expense	4.50	Our profit	6.75
Factory profit	7.00	OUR SELLING	
Retailer's selling expense	5.00	PRICE	
Retailer's profit	15.00	\$58.75	
DEALER'S SELLING PRICE \$78.50			

This makes the prospect stop and think if not stop and figure.

Another carriage manufacturing company uses a somewhat similar method of comparison but introduces it at a different point. Between the first and second pages of a three page

follow-up, a sheet in facsimile handwriting is introduced forming a marked comparison, mechanically, to the typewriting preceding and following it.

Problems of Dollars and Cents saving easily saved.	
Retail Dealer's plan of figuring selling price.	
Actual factory cost of buggy	\$46.25
Expense and salary, traveling salesman, about 10%	4.50
Jobber's profit—at least 15%	7.00
Retail dealer's profit (figured very low)	20.00
Losses from bad debts	2.50
RETAIL DEALER'S SELLING PRICE	\$80.25

My Plan of Figuring Selling Price.	
Actual factory cost of buggy	\$ 46.25
Expense and salary of traveling salesmen	nothing
Jobber's profit	nothing
Retail dealer's profit	nothing
Losses from bad debts	nothing
My <i>one small gross</i> profit	8.50
MY SELLING PRICE	\$54.75

This "saving sheet" can not fail to attract greater attention by means of its form and place of introduction than though it were typewritten and in regular order.

Right-out-from-the-shoulder arguments and facts may also be used to good advantage in handling competition. What the farmer wants is to know whether the other goods are as represented; whether the proposition has any holes in it. If the seller can give him facts that prove his product better than others, honestly and fairly, it does not boost the competitor but helps to sell his goods.

A cream separator manufacturer claiming a simple machine now presents illustrations in his catalogue of the parts of other machines used in the actual separation of the cream from the milk. This comparison shows that his machine has fewer parts and consequently will stay in repair longer and clean easier—two important points.

Where a competing firm enters the field with a cheap quality of goods that would react against the trade, it is sometimes policy to put the facts before the prospective buyers.

This was done by a Winnipeg manufacturer of metal culverts after the following plan:

Last May a firm manufacturing metal goods attempted to enter the culvert field in Western Canada. We sent out a letter to every Councilor in Manitoba and Saskatchewan showing the weakness of its culverts. It looks as though our letter settled all chance of selling the kind of culvert it was making, for it immediately quit the campaign for business. We do not think a single culvert was sold.

The same company is again making an effort to enter the field, and we would be pleased to see it get a nice business if it sold a good culvert; but as long as it sells anything like the one now advertised we shall most vigorously oppose it because we are certain the culverts will not give satisfaction, and that will mean purchasers will be very much disappointed, and will have a tendency, as a result, to be opposed to all metal culverts; their disappointment will be so great that it will react against our company.

Look at the illustration in the magazines of the nest-able culvert--a man is pinching the metal on the lower section of the culvert back upon itself. There are very few machine shops in the country in which the heavy metal we use could be bent. At any rate, to bend back our metal, you would require a machine shop wherever you were doing your road work. Take a sledge hammer the next time you see one of our culverts and prove to yourself the task that would be before you to bend our culverts. You simply could not do it.

The farmer who receives such a letter, if not entirely convinced, is at least reasonably certain to make an investigation before placing an order with the firm selling culverts that can be bent by hand. And it is probably a good thing for the business that such efforts are being made to protect the public against inferior goods.

Experience has shown that while offers to the farmer must be clear cut, the chances of pulling an order are increased if he is given a number of options as to price, plan of payment and different kinds of items open to purchase. He does not like to be restricted to one particular item, or one arbitrary form of payment. This fact was long ago recognized by the large catalogue houses, for they aim to offer several kinds and sizes

under every item listed. It has been found that where both the number of items and options in a line is doubled or otherwise substantially increased, that the percentage of sales immediately increases.

A company in Canton, Ohio, putting out a line of sprayers, offers on the back of its order sheet four sprayers of different prices and four forms of making payment for each sprayer. This gives the prospect sixteen options—one of which will look best to him, when he sends in his order.

This information is printed on the back of the order sheet, where it can not get separated from it and where it will have a "last appeal."

The mail order houses have been vieing with each other in trying to find unique appeals to the farmer. To this end profit-sharing plans and various premium schemes have been introduced, in some cases with phenomenal results.

While the farmer is no different from the ordinary public in wanting to get his money's worth he is open to conviction through smaller devices than is his city brother. And the "novelty device" appeals to him strongly.

An Ohio company putting out buggies as a main product, adds an insurance policy as a clincher. The purchaser is himself insured for one hundred dollars payable to his heirs in case of his death; the buggy carries an indemnity of not to exceed fifty dollars, covering accidents along the line of breakage or damage in accidents or smash-ups. This insurance, under the policy given, is kept in force a year.

This extra not only acts as a sales argument but a basis for a talk like this:

The S. & W. pleasure vehicles have been tested by insurance company officials. They have been proved practically unbreakable, the material and durability surprising the insurance officials. Insurance is not issued on sickly persons, weak buildings nor on inferior vehicles. It is because our vehicles are so well made that insurance is permitted.

This makes a convincing talking point, particularly to the man who is not familiar with accident indemnity, and to the young man who is about to buy a "rig" in which he may attempt to demonstrate that no other man can pass him on the road.

When it comes to framing up a campaign there are many points, minor in themselves, but each having its significance, that it is well to consider. It frequently happens that not enough attention is paid to the stationery that is used for farmers, but all these things have their influence in prejudicing the recipient for or against a new house.

"It is a good rule in writing the farmer to diversify your stationery," says a mail-order man who has sold a wide range of specialties. "The reason for this lies in the fact that when a farmer has been drummed about so much he may grow resentful at the persistence. We aim, not only to present the proposition very differently each time, but we use different size envelopes, different letterheads and markedly different enclosures in each follow-up.

"Particularly along rural routes, where the men folks are in the field when the carrier comes, I aim to change envelopes and letterheads. I never want the housewife to be able to say to the man of the house when he asks what mail came, that there's 'another letter from the firm that's trying to sell you a cream separator'."

A New Jersey piano and organ house uses a variant of this method. The president of the company, who also occupies the same position with the local bank, writes the prospect as follows:

"From reports furnished me by the Browning Company, of which I have the honor of being president, as well as president of this bank, I notice that, although you wrote to my firm presumably with the intention of purchasing a piano or organ, you have not sent your order.

"Now, I am quite sure you intend to place an order somewhere and I am going to take your case up personally and see whether I cannot show you how greatly to your interest it is to buy an instrument of our manufacture."

This not only answers the purpose of a variant but adds confidence to the proposition as the president of a bank is commonly associated with honesty and reliability in the minds of all.

To make ordering easier and to get the farmer to "act now" the coupon or the enclosed postal card is widely used, good for a limited number of days. This makes it easier to send for cata-

logue or a free trial or whatever is advertised. It is a spur to action and results in adding many names to the mailing list, of persons who might never respond if they had to wait until they found pen or pencil and paper—and a convenient opportunity.

A rebate check is another popular scheme for inducing the customer to order. An old mail order house calls attention in the first paragraph of the first form letter sent out with a catalogue that accompanying it is a check for one dollar to apply on a first order.

This order is made out in the form of a personal check, filled in with the prospect's name. It is, to all intents and purposes, a personal check, only payable in goods instead of cash.

Similar use of the check method of exciting interest is also used by a Detroit incubator manufacturer, who finds that many who have resisted other appeals answer to the chance to convert a check into a saving.

This same firm also adds as a clincher an offer to pay the freight, on certain lines of goods, so that the catalogue price becomes actual cost instead of cost plus freight charges.

Such inducements come home to the farmer; anything on the "something-for-nothing" order appeals to him.

Aside from the nature of the proposition and the way it is presented, there is the all-important element of seasonableness. The man who has always lived in the city might understand the general principles of mail order selling and have a good proposition, but his success would be indifferent unless he understood the meaning of timeliness in reaching the farmer. If your letter or advertisement catches the eye of the farmer he will in all probability put it away in the shoe box back of the chimney until ready to buy; it would be almost impossible to train enough guns on him during the rush season to force his interest. It is a common experience with mail order houses to receive replies to letters or advertisements six months or a year after they are sent out—sometimes years afterwards. The message was timely; it wormed its way into the farmer's "mental want list" and blossomed forth when he really needed it or felt that he could afford it.

Only a carefully kept record-of-returns sheet or book will show when sales can best be made on a particular item, and the shrewd manager will test out different items at different seasons before launching a big campaign which may be ill-timed.

"The winter months are the best time for comprehensive information to soak in—but the letter generally is not the place

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for this. Put personality in the letter—specifications in the circular.” This is the advice of an experienced correspondent whose length of service enables him to speak authoritatively.

“We plan to get matter to be studied and absorbed, to the farmer in the North Central states, from January fifteenth to March fifteenth. This may vary some with the season. April and May show the results of spring work on the farm; our records show June and July good for many lines, the farm rush having let up to some extent. August, September and October are months bringing increasing business; while crops are being turned off in the fall there is more money and consequently more buying.

“These times affect the kind of letter that appeals. A winter letter may be long, verbose and full of interesting information; the farmer will read it carefully. This is the time to get in specifications, estimates, complicated diagrams, long arguments which require study.

“Letters for the work months need to be short and snappy, both to insure reading and to act on a tired mind.

“Replies to inquiries or from advertising can not be governed greatly by the factor of timeliness; but in the use of lists it is a great factor. We aim, on lists, to get informational matter to the customer thirty to sixty days before the dates of greatest ordering.”

And then finally the proposition must be made so plain that there is no possibility of its being misinterpreted. What a city man who is a wide reader gets at a glance, the ordinary farm owner or farmer’s boy—often with only a rudimentary knowledge of English—must study over.

“So needful is the observance of this principle in our business,” says this manager, “that our sales letters have come to be almost a formula.

“First we state our proposition in some such wording as this:

We want you to have a Lightning Separator on full thirty days’ trial, freight paid by us—you to return the separator at our expense if you do not like it.

“This states the proposition just as plainly and simply as we can state it. We then proceed to take up each element of the offer and make it as plain and plausible as possible.”

In this case the elements are:

1. The thing offered.
2. Time of trial.
3. Freight paid.
4. Return privilege.

"All the letter is a plain exposition of 1, 2, 3, 4—the preceding paragraphs are summarized and connected. For instance after the item offered has been treated and the length of trial made clear, the two are summarized thus:

The separator we offer is not only the best that money can buy but it is just what you need--no wonder we are willing to give you 30 days in which to try it.

But what about freight?

Just this.

"Then we explain freight paid and return privilege. This gives a continuous and increasing summary straight through the letter, which closes with a recapitulation of the proposition."

"The aim of putting several summaries of the proposition in all sales matter is so that there can be no possible mistake about the proposition, for thousands of propositions are turned down by people on farms simply because the reader does not quite understand everything."

The farmer is in constant dread of "being caught" and there is little likelihood of his taking advantage of any offer that is not absolutely clear in his mind. The letter writer must realize what a point this is with the average farmer. What a city man does he can keep to himself; if he buys a gold brick he gets rid of it and forgets the transaction just as quickly as possible. But what the farmer does is neighborhood gossip. If one of those "slick city fellers" sells him something he can't use, every one knows it.

Make the proposition clear—so clear that every one in the family can understand it, for usually purchases are talked over for days before an order is finally sent out. Take into account the farmer's suspicious nature and bear down heavily on the utility of the article. There is no hidden mystery in reaching the rural prospects but they must be handled with discretion and with an understanding of the prejudices, characteristics and viewpoints of the farmer.

PART IX

Consisting of four chapters on the subject of "EXTENDING A STORE'S TRADE BY LETTERS"

THE man who is satisfied with what comes to him unsought answers few knocks at the door.

The stay-at-home misses daily opportunities that pass at the next corner.

And the retailer who is satisfied with serving merely his neighbors, blinds himself to plentiful patronage that might come with the asking.

Reach out. City limits need not mark the boundary lines of trade.

Miles vanish before the long arm of advertising—barriers of distance disappear.

The man on the farm—in the next village—must buy somewhere.

Why not of you?

Give him a chance.

Reach out.

Drumming Up *Local* Trade By LETTERS

PART IX EXTENDING A STORE'S TRADE BY LETTERS CHAPTER 10

IN a city with a large and shifting trade the advantages of general public announcements of sales that reach all classes, as in newspaper advertisements, posters and hand-distributed circulars, are obvious. But to reach SPECIAL CLASSES of "prospects," or to reach customers with SPECIAL MESSAGES the letter offers opportunities with which no general publicity can compete. This chapter describes when and how such letters may be used—and to whom they may be sent.

MERCHANTS generally do not make use of sales letters on townspeople. They don't know exactly how, they shy at the cost, they depend too much on newspaper advertising, hand bills, circulars and schemes.

But a sales letter campaign is not such a formidable proposition. It merely amounts to saying in a letter exactly what the merchant would tell his prospects if he made a house-to-house canvass for business.

All he needs is a list of names of probable customers. These he can easily secure from his own records—credit accounts, C. O. D. and delivery slips. Additional names can be secured from the city and telephone directory and special sources, such as are incidentally suggested in this article. The retailer can either print his letters on his duplicating machine or have the work done by a local printer. The names and addresses can be filled in by a couple of typists in his own office.

The cost to which he at first objects is not such a big expense. If the retailer has a duplicating machine he should be able to turn out excellent letters for \$8 per thousand or less. One retailer gets his work done for less than \$7. Following is a table of expense per one thousand letters:

Lithographed letter heads (bond paper).....	\$2.25
Filling in name and address.	1.36
Duplicating labor and ribbon.	.29
Envelopes.....	1.25
Addressing envelopes.	1.36
Total.....	\$6.51

If an envelope is used which shows the name and address through a glazed front surface, the cost of addressing the envelopes is eliminated and the total cost of \$6.51 would be reduced to \$5.15. Adding \$20 for two-cent postage it is apparent that the retailer can send 1,000 personal letters into 1,000 homes for less than \$30 a thousand. If he encloses a circular or has to hire this work done for him, the cost will run a little above \$30 per thousand.

Sales letters usually work better in conjunction with other forms of advertising. But there are certain retail stores, both large and small, that have given up all other kinds of advertising, and have concentrated their entire solicitation on letters.

In an Iowa town, where the local newspapers had a circulation of only 1,000 copies a day, a merchant claims that it was necessary to use personal letters to get direct results. The newspapers' circulation did not reach enough persons, and those they reached did not seem to be particularly influenced. The little weeklies did not carry much weight either in their news or advertising columns and so this merchant was forced to use letters.

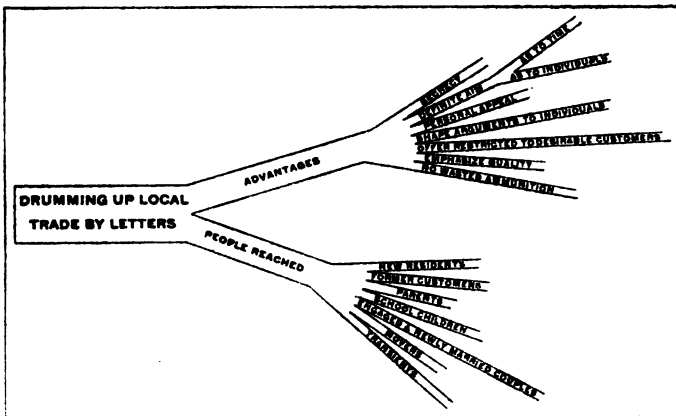
A stationery store in Los Angeles has adopted a plan of sending out personal letters to the exclusion of all other kinds of advertising. A few years ago this concern used the newspapers regularly in its endeavor to attract new trade and hold old trade to the store. By noting the results of the newspaper advertising carefully the proprietor decided that he was spending too much money for the results obtained. Through a method of listing and classifying the people who came into the store he proved to

himself that there was too much wasted circulation in this method of advertising.

It was finally decided to try out a series of personal letters, using a good quality of bond paper, die stamped letter heads, written with a typewriter and signed by the proprietor himself.

The plan was to make it as nearly as possible a personal letter. The success which attended the plan justified its continued use.

The advantages of sales letters, considered from a retail point of view, are that your message is transmitted in a personal way to each recipient. He takes it to himself and applies it to



his own needs. Another advantage is that it enables you to present your proposition in such a confidential way that your competitors are disarmed. Their newspaper advertisements which are spread before the public give you the advantage. Your letters go silently through the mails and do their work as confidential agent in each household.

A year ago in Los Angeles, the furniture stores began an advertising warfare, which resulted in a general slashing of prices and the subsequent demoralizing of the furniture business. Every store suffered but one. This store did not enter into the sensational newspaper advertising. The other stores believed that this concern had not entered into the campaign at all, but they were mistaken. This furniture shop was a quality store,

selling quality goods for quality prices. Instead of getting down on the same level with its price-cutting competitors, it held aloof but here is the point: it drove home its selling talk with letters

A series of four follow-up letters were prepared, which were mailed regularly to every home in Los Angeles and the suburbs. While other stores were confusing and bewildering the public with prices that shifted daily, this store, by its letters, was building up a reputation for quality goods, sold for one price only. The result was that the better class of citizens turned from the price-cutting stores, and bought goods of the store which they felt was selling a high grade of furniture for just about what it

Dear Madam:

The advantages of our charge account system have been extended to thousands of patrons throughout the country and the saving of time and trouble is so gratifying that they are enthusiastic in recommending it to their friends.

Charge customers may order at any time, by mail, telephone, telegraph, or in person, and bill will be rendered at the end of the month when settlement can be made. One can in this way take immediate advantage of special offerings.

If you have no account with us, and are desirous of opening one, please fill out the enclosed slip, and we shall give the matter prompt attention.

We are sending you our supplementary catalogue, containing many of the most notable values which are now being offered, and, if desired, we will gladly forward our complete catalogue upon request.

Respectfully yours,

Wallace E. Lee

The city department stores no longer look upon charge accounts as an accommodation but a trade-pulling feature as people buy more freely where they do not have to pay out the cash at the time. This letter is a cleverly worded invitation to open an account. The saving of time and trouble is emphasized and the convenience of ordering by mail, telephone, telegraph or in person is pointed out. Reference is made to a catalogue which brings before the reader attractive offerings that could be easily ordered if she had a charge account. Special letters are sent out to school teachers, nurses and other desirable customers

was worth. This feeling of confidence was built up entirely with letters.

And letters may be just as effectively used for overcoming prejudice. In Omaha there is a men's furnishing store, catering exclusively to men, and advertising as "The Man's Store." This proved an excellent means for attracting the male trade, but where men trade so largely, the women hesitate at the threshold. Inasmuch as many women buy considerable clothing for their husbands and sons, especially at Christmas time, this reputation

Dear Miss Doe:

Allow us to compliment you upon the attainment which fits you for graduation and to offer the facilities of this establishment in your quest for habiliment suitable for the occasion.

We are enclosing a few samples of appropriate dress materials and desire further to call your attention to our excellent assortment of shoes, gloves, hosiery, lingerie and the many little accessories of dress which by their correctness of mode make choosing here always satisfactory.

We trust to see you soon.

Sincerely yours,

BLANK BROTHERS.

This letter was mailed to each member of the graduating class several weeks before commencement

for masculine⁷ trade was an obvious disadvantage. To overcome this the store prepared a selected mailing-list of the names of women throughout the city. These names were secured mostly from the telephone directory, on the assumption that persons who had telephones in their residences were able to trade at this exclusive shop. This list was verified and corrected from the city directory and other sources, so that practically all of the letters which went out to a "Mrs." were correct.

Each woman received a carefully prepared letter, with her name and address so well filled in that the communication looked like a personal message. This letter pointed out the fact that

this "Man's Shop" was exactly the place to buy Christmas gifts for men, that it was in this exclusive shop that the most appropriate and acceptable gifts could be secured. In order to drive this point home still further and to put the women perfectly at ease when they came to the store, an engraved card was enclosed in each letter, inviting the recipient to call. "With our invitation in their hands," says the proprietor, "this timidity, modesty or whatever you want to call it, seemed to leave." Another plan which this store found very successful was an "at home," to which every woman on the mailing-list was personally invited. Refreshments and music were a feature of this social event, much as if the function had been held on a residential avenue instead of Sixteenth Street.

Dear Madam:

Saving is one of the first duties of a man or a woman. If you are not saving something regularly you are overlooking a very important duty.

A bank account is a great comfort under certain circumstances, and it is easy to have a bank account, for you do not have to start with a large sum but may start in a very small way and add to your account from time to time.

We have many thousands of men and women depositing their savings with us, and we welcome you to this army of thrifty, far-seeing people.

We understand that you received one of the TRUTH'S home-savings banks. You no doubt observed that the check was drawn on this bank. Why are you not using your bank and check? Just bring your bank in with \$2 or more and sign for your account.

Hoping to see you soon, I am

Very truly yours,

Frank A. Black

The first paragraph is too preachy and lacks in interest value. In the second paragraph it would be better to specify some of the circumstances under which a bank account is a great comfort. There is no point to the argument in the third paragraph and not enough details are given to draw the holder of the check to the bank. As a whole the canvass is weak.

Dear Madam:—

A question that arouses interest.

An effective reminder but not objectionably aggressive.

Haven't you overlooked a little matter that you had expected to attend to before now?

According to the list turned over to us by the SCRANTON TRUTH at the close of its "Saving Campaign" in June, you were one of those who secured a pocket savings-bank and a fifty-cent check as a "nest egg" on an account.

You no doubt recall that the TRUTH'S checks were made out on this bank, and the TRUTH expects us to report from time to time those who have started accounts. Unless you were in yesterday (we haven't yet checked up yesterday's names) it seems that you haven't used your check.

The fact that the bank believes he intends to start an account is likely to start a man to thinking.

Of course you were determined to start an account when you received the little bank and the check, and we are wondering what has caused you to neglect opening the account. It's very little trouble you know; come in with at least \$2 to deposit with the fifty-cent check, and the whole thing can be fixed up in a minute or two.

Good argument—one that reader will mentally acknowledge is true.

Saving is largely a matter of habit. Those who save will tell you that it is easy after one makes a start. Saving people have just as good times as others—even better, because they have the sense of protection against unlooked-for expense.

Courteous suggestive paragraph.

If you have lost your check, let us know and we will replace it from a supply that the TRUTH has furnished for such cases. If you do not understand just how the check is to be used, it will be a pleasure for us to explain.

Another little appeal to reader's pride and a hearty expression of good will.

We want to be able to report to the TRUTH that you are on the roll of savers, and we shall certainly do all in our power to make you feel at home in this bank.

The closing sentence is better than the participial form. "Hoping to see you soon."

May we expect to see you soon?

Very truly yours,

Morton F. Morton

Down in Birmingham, Alabama, a clothing man makes a systematic bid for transient trade. Each morning one of his

clerks visits all of the better hotels, copying the names on the register of persons who have come into the city during the night or early in the morning. These names are then carefully "filled in" on a form letter, which invites the visitor to their store, something after this fashion:

We note from the hotel register your arrival in the city, and take this method of extending you an invitation to visit our Clothes Shop--THE SHOP OF QUALITY.

This is exactly like one of those little exclusive shops you find on Fifth Avenue in New York--only in our store you don't pay the exclusive price.

While you are here, we would be very glad to have you look over our collection of wearables, whether you are interested in buying or not. We will endeavor to make your visit both entertaining and instructive.

This same store pulls transient trade in a similar way by addressing letters to all persons whose arrival in the city is chronicled in the "personal" column of the daily newspapers. A store in Colorado sends out letters to new residents of the city, offering a special discount to induce them to get acquainted with this store.

Another progressive merchant has a regular letter to send out to people who are moving. Attention is called to the fact that moving reveals wants that must be supplied and a list is included for convenience in checking articles that may be needed such as china, rugs, window shades, linen and other kinds of household furnishings.

This firm also makes a special appeal to all theatrical people to whom letters are sent immediately upon their arrival in Denver, calling attention to the large line of goods which the store handles. "We give a discount to the profession" is the closing paragraph that appeals to the vanity and to the purse of actors and actresses.

A general merchandiser at Laharpe, Kansas, sends a letter to the children at various times during the year such as at the opening of school, inviting them to come to the store for supplies. Indirectly the letter is aimed at the parents, but the merchant does not overlook the real worth of the good will and friendship of the children.

As the society columns of the daily newspapers chronicle engagements, it is the duty of the stenographer of a Birmingham clothing store to enter these names on cards and file them with the date of their wedding, so that additional literature of interest may be sent to the prospective bridegroom.

Dear Sir:

Do you know of any investment which will pay you 15% Net? This personal letter to you tells of one and it's an opportunity you should not pass up.

Pick out any suit or pants pattern, including blue serges, in our tailoring department and we will make up the garment for you AT 15% DISCOUNT.

You know the quality of the work turned out by our cutter and tailors. "It's the Best By Test."

The best dressers wear "Mayer Made" clothes, that's why you should take advantage of this 15% discount.

You don't need your check book or any cash when you want anything in the line of men's and boys' wear.

Step into our store, any time, select what you want--just say to the clerk "Place That On My Account."

Very truly yours,

MAYER BROS.

Contrasted with the preceeding letter is one sent out by another firm in a similar line. No time is wasted in apologies. The first sentence impels the attention for no man is too busy to read on and find out about that 15% investment. Instead of stating that prices range from "\$25 and up"—which means nothing,—this letter gives a specific proposition. The reader is not offered credit provided he can bring in gill edge references; he is complimented by the assurance that he does not need a check book or cash, for purchase will be charged without question.

A booklet, "What Men Should Wear at Weddings," is sent out to those whose social position requires outfits such as this store features. The booklet has a cover of heavy white wedding paper with title embossed on the front. It is tied at the back with white silk cord and tassels. A half tone photograph of the shop interior appears on the second page, while six pages are devoted to a thorough description of the proper forms and usage

for the bridegroom and ushers, followed by one page of timely suggestions as to the proper accessories for the ceremony and the trip. Occasionally it is possible to get the bridegroom to suggest this store as a proper place for his attendants and ushers

Dear Sir:

I beg to solicit your kind patronage in the tailoring line because I feel I can offer you better facilities in every way than you have been getting. If I can't, don't read any more of what I have to say, but simply throw this letter into the waste basket.

I feel that I am turning out the best clothes in town for the money.

My prices range for Suits, \$25.00 and up; Overcoats, \$28.00 and up; Trousers, \$6.00 and up; Fancy Vests, \$5.00 and up.

My woollens contain all the latest designs and shades. My garments are cut, fitted and made on the above premises by men tailors. I cut and fit your garments the way you order them, because you're the one that's going to wear the clothes.

I guarantee to press and repair any garment I make free of charge for one year. I solicit open accounts when proper references are furnished.

Thanking you for your attention, and trusting I'll have the pleasure of your calling on me in the near future, I beg to remain,

Yours very truly,

Thomas White

A letter that is a good example of wasted ammunition. The writer apologizes from the first sentence to the last—few readers would resist the invitation in the first paragraph to throw the letter into the waste basket. The writer begs to solicit patronage and begs to remain very truly; he "feels that he can offer better facilities" and feels that he is turning out the best clothes;" he solicits the reader's open account—if proper references are furnished. Three of the six paragraphs begin with "I" and two others start off with "My." Every sentence but the last one starts out in the first person. The "you" element is entirely lacking.

to secure their cravats, gloves and such other accessories as they may need. When this permission is secured, each attendant and usher is sent an engraved card which has space reserved

for the bridegroom's name, advising them of the fact that the store had been commissioned to perform this service.

It has been the successful experience of this store that a diligent follow-up series of letters is productive of business which might otherwise be distributed among several merchants, with the result that a uniformity of accessories at weddings, so essential to this most formal function, would be made impossible.

Another merchant in a western city keeps a record of engagements and weddings and a letter is sent to the brides. "The preparation of the home is the point where we meet on common

Dear Sir:

You are the only one who can solve the following problem. We are "stumped." We have done our best but the problem remains unsolved.

Our custom tailoring department turns out "Blank Made" suits, known as clothes of refinement. No better suits made. Trimmed and fashioned faultlessly. Essentially the clothes of a gentleman.

The Problem:

Why have we not had the pleasure of taking your order for a fall suit? Solve the problem for us, let us take your measure today in order to have your suit ready for cold weather.

Yours very truly,

BLANK BROTHERS.

This letter—worded as a "reminder"—brought in many orders from regular customers

ground." This opening paragraph seldom fails to arouse an interest that assures the reading of the sales talk which follows. This firm also finds a successful trade puller in the campaign directed each spring to the members of the graduating class calling attention to the Commencement Day needs that the store supplies.

In a little Kansas town a jeweler secures a list of all the invited guests to weddings, birthday parties, anniversaries and other occasions which call for the presenting of some gift or

remembrance. To each of these persons he mails a carefully prepared letter, pointing out what is proper to give at this particular function, and describing the wide variety of articles which may be procured at his store. He has been unusually

Dear Madam:

The only thing that has kept you from buying a MAGIC VACUUM CLEANER long before this is that you are still a little in doubt as to its value--you still hesitate to believe that it offers positively the biggest value that your money can purchase, which means "purchasing satisfaction."

There are a number of ways in which we might once and for all time remove your prejudice, your doubts, your misgivings. We might point to the nine thousand or more satisfied purchasers. We might show that the Magic Manufacturing Company is away behind orders. We might show you in our salesroom how quickly and easily the cleaner does its work also proving to you that it does not wear the finest rugs, carpets or draperies.

But we have a far better plan than any of these.

You are to try the Magic Vacuum Cleaner in your own home for two weeks--fifteen days--AT OUR RISK.

Simply sign the enclosed request and the MAGIC will be delivered to your home, ready for use. Then put it to a test as thorough--as severe--as you wish. If it does not more than please and satisfy you in every particular, simply say so and we will remove it at our expense and refund every penny of your deposit.

If you are as thoroughly satisfied as the nine thousand others who have purchased, you have simply to continue making the small monthly payments. Could we possibly make a fairer or more liberal offer? Could any offer more clearly prove our absolute faith in the Magic Vacuum Cleaner?

Accept this offer today. Simply sign the enclosed blank, and mail now and the cleaner will come to you at once.

Yours faithfully,

MAGIC MANUFACTURING CO.

Here is a letter from a merchant who is pushing an article that can best be sold by having it demonstrated in the home. Without wasting words the letter presents arguments and a strong inducement. It goes straight to the point and carries conviction.

successful with this scheme. Recently he was able to secure the names of only twelve persons who were invited to one of the weddings in his town, but out of the twelve letters sent to these persons he made eleven sales.

In Denver a custom tailor, doing a small business in three back rooms of an office building, decided that there was business in his part of the city which he should secure. In his building and in the immediate neighborhood there were located a large number of professional men. To test out his plan, he selected from the city directory, the names of 250 physicians who had offices near his shop. Form letters were gotten out and the names and addresses were carefully filled in. The letters were mailed under two cent postage and in every way made to look like personal communications. From the first letter the tailor received \$450 worth of business. His trade has been very largely increased since with a series of follow-up letters.

A tailor in Chicago with a very poor location turned this into a selling argument by the use of letters, in which he pointed out that he did not have to pay high rent, that he did his own cutting, that he had not tied up a large amount of money in stock and fancy fixtures, that he sold from samples and in this way gave the customer a much larger selection, that all of this meant an enormous saving in money during the year, that he gave the benefit of this saving to customers; that instead of putting it into plate glass partitions, high priced cutters and oriental rugs, he put it into the quality, fabric and workmanship of his clothes. This same attitude has been very cleverly worked out with letters by retail stores on side streets and in poor locations. They have pointed out very clearly why goods bought on Main Street cost more than the same goods purchased at their stores, which are out of the high rent district.

In Lincoln, Nebraska, a tailor has built up his business entirely by the use of carefully prepared personal letters, written on note size paper and given a quality tone throughout. These letters were built up on the campaign for credit accounts. They pointed out how easy it was to establish a credit account at this store, and once it was established, how satisfactory the customers would find the arrangement.

In working up such a trade the letter is superior to any form of general publicity, for the tailor could restrict his campaign to those persons whom he knew to be good credit risks.

Dear Madam:

*Snappy
Opening*

If you want to reduce your ice bill anywhere from 25% to 35%--if you want to get full refrigerator value for every cunee of ice you buy--this is your opportunity.

*Arousing
interest*

The cost of living is increasing daily--so that the housewife today who wishes to reduce her household expenses must be on the alert for any new improvements that mean economy. You will find by actual test that the new Arctic Enamel Refrigerator will not be an expense--but an investment that will be returned to you before the end of the summer.

Description

The materials used in the construction of this refrigerator and the scientific principles on which it is designed make for economy and convenience, and it is at all times absolutely sanitary. With ordinary care it will last a lifetime--saving you money every year you use it.

*Strong
argument*

The Arctic is lined with white enamel throughout and is absolutely air tight. It is impossible for moisture to accumulate on the walls of the provision chambers, on account of perfect drainage and dry air circulation. It is easy to keep clean, no corners or angles for the accumulation of dirt. Free circulation of dry air at all times prevents offensive odors or contamination of foods. You can place milk, butter, eggs, cheese, fruit and vegetables all in the same compartment without the least danger of contamination.

Many of the largest hotels in the country and nearly all the railroads have adopted the

Here is a strong, well balanced letter to a local customer. It contains

This merchant recently galvanized his list of prospects by getting up a clever scheme with an imitation telegraph blank. It was only a few weeks before Easter and for some reason the men of the city had been very slow in ordering their spring suits.

***Presenting
proof***

Arctic system of refrigeration--and there is a reason for this. These hotels and these railroads are managed by hardheaded, shrewd business men--men who know. They found from exhaustive tests that this was the most satisfactory refrigerator ever put on the market.

Persuasion

Make up your mind that you will reduce your ice bills in the future. Make up your mind that hereafter you will keep your food in a sanitary condition. This opportunity is yours--it is within your easy reach.

***Making
inducement***

You simply cannot afford not to investigate--when you can test this wonderful refrigerator at our risk. Why not drop into our store and examine the Arctic--you will not be importuned to buy. Or, better still, sign and mail the enclosed card to us promptly and test this refrigerator in your own home for ten days. If you are not more than satisfied with it, if you do not find it more than we claim, simply notify us and we will call for it and the experience will not cost you a penny.

***Prompting
action.***

If this refrigerator were not right; if it did not give absolute satisfaction, surely we could not afford to make such an exceedingly liberal trial offer. We guarantee that it will be satisfactory to you and we will take up with you promptly any suggestions you may have to make regarding it, once you give it a test.

Easy to order

In sending us the card you do not bind yourself to do business with us, so mail it now before you lay this letter aside.

Very truly yours.

Mitchell Bros.

all of the essential elements, logically and convincingly arranged

In order to impress upon them the closeness of Easter and the necessity of getting their orders in soon if they wished to secure their suits for this day, the tailor wrote a short note on telegraph blank, and had them delivered by one of his boys dressed

in uniform. The telegram was a personal typewritten note, which read;

Lincoln, Nebr.

C. Ellinger, City.

Call Auto. 6545 and make an appointment this week in order that we may take your measure and have your suit finished for Easter Sunday, March 27th.

Spring woollens are now ready for your inspection.

Mayer Bros.

These messages in the familiar yellow envelope were delivered by a boy in uniform and had every appearance of a real telegram. The novelty won attention and resulted in the immediate placing of many orders.

A Lincoln department store at Christmas time greatly swelled the receipts of its toy department by advertising in the newspapers that "Santa Claus" would place a small remembrance in each child's stocking left at the store before a certain date. When the stocking was left, the child's name and the name and address of its parents were secured. This was the basis for an excellent mailing list. A few days before the date set when "Santa Claus" would hand out the stockings, each child received a personal letter from him, telling the child that he feared it was impossible for him to see all of the playthings the morning he left the stocking on account of the crowd, and suggesting that he come again with his father or mother and show them just exactly what he wanted for Christmas. This scheme worked very satisfactorily. The mothers were much delighted, and the happiness of the children can be imagined. One of the biggest advantages of the form letter as used on city customers is that it enables the retailer to select those prospective customers which are the most desirable. This becomes especially important when the retailer has some particular offer or announcement to make, which might be made better in a confidential manner.

Recently a laundry in Texas built up a mailing list of persons who were not then patrons of the laundry, but who would be desirable customers. Newspaper advertising had failed to

Dear Madam:

This is one of those stores away from the high rent district--where you get full value for your money--that you occasionally run across.

After you read this letter I want you to visit this store--but don't expect to find it fitted up with expensive fixtures, solid mahogany counters and waiting and rest rooms.

When you walk into a store and find these, just stop a minute and ask yourself the question, "Who pays for all of these expensive things?" You will not have to be told the answer.

Having answered the question to your own satisfaction, I want you to take into consideration the fact that there are only two members in our concern and that they devote their entire time to the business. The heads of departments help to wait on the trade--in fact, this store is run along as economical lines as possible and the enormous saving is given to our customers in the low prices at which we sell our goods.

When you get a bargain at our store--and you get many if you trade with us--tell your friends about it, let them know just what you paid for it and have them compare its value with similar purchases they have made in the high-rent district. And be sure to tell them, too, that I put the value into the goods instead of into high rents and high-priced fixtures.

Make it a point to come and see us the next afternoon you go out to shop. You can transfer from any line to the Lincoln street car which stops at our door. It is but a six minutes' ride from down town--the extra time will be well spent; the saving on your purchases will pay the extra street car fare many times over.

Our annual Mid-Summer sale begins next Monday and prices will be cut in every department. At the advertised prices, the bargains will be unusual but as a special inducement for you to visit the store Monday morning we are enclosing a special discount card that will entitle you to an additional discount of ten per cent on all purchases made before 12 o'clock.

Very truly,

Harry L. Pack

This letter was used with good results by a merchant who was at a disadvantage in his location--several blocks from the shopping center. It was signed personally by one of the proprietors as was the discount card which was designed to bring in new customers at the same time, Monday morning, that they might be favorably impressed by the crowd and conclude that the store was really a popular place to trade.

reach them. It was not wise to offer some special inducement through the medium of newspapers, for then it would attract undesirable prospects even more readily than good customers. A plan was finally hit upon whereby the laundry issued tickets, enclosed in letters and filled in and addressed to a selected list of residents. To demonstrate the superior quality of the work, a ticket was enclosed with the letter, good for the free laundering of one shirt and two collars, or one shirtwaist, or one washable dress. Each ticket was numbered and stamped with the date the offer expired. This offered an individual appeal which could not be overlooked by the recipient.

A Rochester piano dealer was convinced that the best method he could adopt for selling high class piano players was to make some kind of an offer, whereby the prospective customer could try the player in his own home. But he did not care to make an offer of this kind to the general public by means of newspaper advertisements, for there were homes into which he would not care to send a piano player and others would ask for a trial with no intention of purchasing it. So he decided to make this offer through form letters to a carefully prepared mailing-list of prospects to whom he could safely make an offer of a free trial.

To all these persons he mailed a letter filled with good sales talk, emphasizing the advantages of a piano player. This offer was aimed specifically at business men, pointing out to them how much pleasure and relaxation they could secure in the evening by having a piano in the house which they could play themselves. In the letter was enclosed a typewritten form which the recipient simply had to sign and mail in order to secure the free trial offer. The letter was so written that each recipient imagined this was a special offer made to him alone or at least to a very few persons. "This scheme," testified the head of the company, "proved highly successful. It seemed to appeal particularly to lawyers, doctors and business men."

The possibilities of letters in drumming up local trade are practically unlimited, and these instances, dipped from the current of every day experience, show how they may be used in different lines of business. They are equally effective in large cities and in country towns. They may cost more than some other forms of advertising but there is no wasted ammunition; every inducement is definitely aimed at a known prospect and frequently pulls trade that could not be attracted by other means.

Keeping Customers "LINED UP"

by *Personal Letters*

PART IX: USING THE MAILS TO EXTEND TRADE CHAPTER 11

IT is not the new customers who build up a store: it is the STEADY CUSTOMER who trades at the old stand from year to year who makes a retail business permanent. To hold one old customer is better than to get two new ones—better because he is evidence of the substantial worth of the store and of the "good will" which is the shop-keeper's capital. The EIGHTEEN METHODS of retaining this patronage as described in this chapter have stood the test of actual—and successful—trial

HOLDING one old customer is better than getting two new ones. Satisfied customers make up the merchant's good-will—and are his strongest advertisement. He must secure new trade; but it is much more important that he hold his old patronage.

Good value and service under ordinary circumstances will hold part of his established trade. But new stores are entering his field. New ideas of merchandising are introduced. New schemes are worked out for winning trade. And as competition increases, the retailer finds that he must give more good satisfaction and service. He finds he must adopt means of keeping in touch with his customers—of cementing their loyalty.

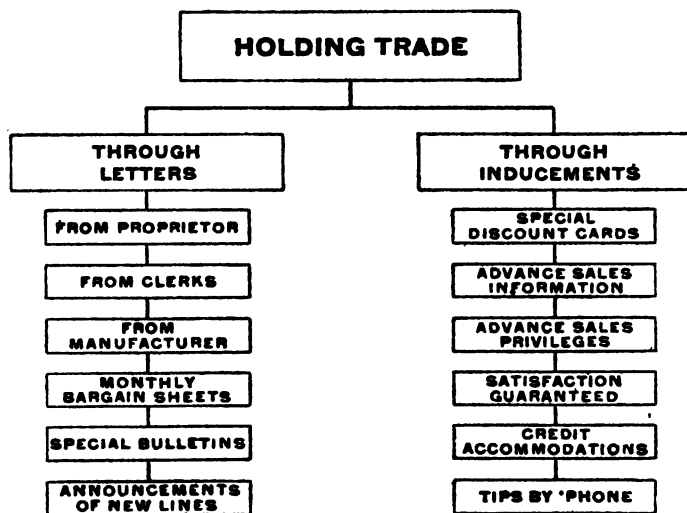
There are many ties for binding customers to the store. One of the best is the use of letters—personal messages to the individual from the house, the manager and the clerk.

The mailing list of customers is one of the merchant's most valuable assets. In sending letters to these persons the

retailer is assured a hearing, for his customers are his friends. They know what he has to offer; have confidence in him. Therefore in getting up any kind of a sales letter campaign the retailer should aim to reach his customers first; his prospective customers second.

SCHEME 1—THANKING NEW CUSTOMERS

Letters that hold trade are usually letters announcing special and seasonable sales, letters of acknowledgement, letters containing "store news" and letters to fit special



occasions that come up in the retailing business. The effectiveness of these letters has been proved over and over again. The young married couple who have purchased a housekeeping outfit from the local furniture store are going to be favorably impressed when they receive a signed letter from the president of the store, thanking them for their purchase, reminding them that if the goods do not prove satisfactory in every way, the proprietor wishes them to report it at once so the complaint can be immediately adjusted.

Mrs. Brown who receives a neat little Easter letter from her milliner, announcing the arrival of the latest spring hats, is not likely to make her purchase at a store where she is unknown.

SCHEME 2—LETTERS TO FORMER BUYERS

The business man, who has been buying his clothes from the tailor on Main Street, may decide to try out that new fellow Jones who has opened up an office in his building, but when he receives a letter from his old tailor, reminding him of the satisfaction which he has received there in the past, concludes that he does not care to risk Jones. And thus throughout the whole retailing game, letters may be used and are used for just such purposes as these—to attach customers to the store so firmly, to make the store's appeal so personal, to make each individual feel that he is getting individual attention—that a loyal clientele is built up, which competitors can not readily drag away.

SCHEME 3—MONTHLY "NEWS" LETTER

A Fort Worth department store recognizing the desirability of keeping in close touch with its trade, aims to get a sales letter into the hands of every customer at least once a month. These letters announce special sales, arrival of new goods, changes in store policy and items of "store news" of interest to the recipient.

THIS CARD ENTITLES MRS. _____
TO THE SPECIAL SEVEN (7) PER CENT DISCOUNT ON
ALL WHITE GOODS UNTIL SATURDAY AT 10 P. M.

PROP.

The "special discount" card was sent out with a personal letter to induce regular customers to visit the store for a special sale. Each card was filled in with the names of the customers and signed by the proprietor

But to make the letter grip it must be built around some sales scheme. It must offer to the customer some kind of an opportunity for profit, some specific inducement to visit the store.

SCHEME 4—SENDING PROOFS OF ADVERTISEMENTS

A scheme which has proved very successful is the advance sale plan, exploited by means of letters. The plan is to have a large display newspaper advertisement set up just as it is to run in the local newspapers on a certain date. As many "proofs" of this advertisement are then struck off as there are names on the mailing list. The proof is enclosed in a letter and mailed to the prospective customer.

SCHEME 5—SENDING "SPECIAL SALE" CARDS

The letter calls the recipient's attention to the proof of the advertisement, stating that this is the regular spring inventory sale, or whatever the sale may be, but points out that to a favored few of the store's old customers this proof is being sent, and a special sale card which entitles the purchaser to buy her goods two days in advance of the opening of the sale at the reduced prices. The advantage of the plan is pointed out. The recipient of the letter may secure whatever she wishes from unbroken lots. She avoids the rush of the sale itself but secures her goods at the bargain prices. The advantage to the merchant is that it practically assures him of the success of his sale before it really opens. There is a psychological appeal in this opportunity of getting in ahead of someone else and if not over-worked, this plan is invariably a winner.

SCHEME 6—"CONFIDENTIAL DISCOUNT" CARDS

Another good scheme is to issue a confidential discount to a selected number of names on a mailing list. The plan is to call attention to your goods and then, by means of a confidential discount card, offer a special reduction to the recipient. This is spoken of in the letter as a confidential discount made to a favored few of the store's old customers. To give it an additional personal appeal, the discount card is sometimes typewritten for each person. In any case the name of the recipient of

the special discount is filled in on the card in pen and ink and signed personally by the proprietor or president of the store. This gives an individual touch to the offer which convinces the recipient that he is actually one of a favored few who are to profit by the special discount. Such recognition certainly tightens the hold the store has on the customer.

SCHEME 7—CHATTY LETTER FROM OUT OF TOWN

A dealer in men's furnishing goods in a small Minnesota city carefully studied the men who were leaders in the different social

Dear Ross:

Have been having a great time this week--looking at stocks and samples all the forenoon and to a theatre or amusement park in the evening. Wish you had been with me today. The Cubs shut out New York, 2 to 0. Brown held 'em down to four hits. It was some ball game, I want to tell you.

I'm feeling in high feathers tonight for I've bought the swellest line of shirts and ties you ever saw. They have certainly got out some novel lines this fall. Maybe I made a mistake in going in too heavy, but it looks to me as if the stuff was so good it would sell itself--all I'll have to do will be to wrap it up and make change. I'll tip you off as soon as the new ties get in so you can pick out what you want before they go.

Will be home Saturday night--and glad to get there. This pace is too swift for more than a few days at a time. Say, Ross, you ought to come in a few days before Desplaines Park closes. They have got some great shows there this year.

Yours truly and tired,

Wilson

Whenever a Minnesota haberdasher comes to Chicago to buy goods he writes letters similar to this to the men who set the styles in his town. The letters are written on hotel stationery and the recipients are pleased that the merchant should take time to drop them a line, add the opportunity to look over the new ties before they are offered to the public is a bit of subtle flattery that keeps customers in line

circles, churches, lodges and in a business way. Then he centered his attention on them. He wanted their trade; he wanted the trade that would follow them.

Whenever he went into Chicago to stock up he would find time to write to each one of the men a personal letter—the business talk was not conspicuous and probably carried more weight because of it.

SCHEME 8—CREDIT APPLICATION BLANKS

In the larger cities the retail stores make a persistent effort to establish charge accounts among persons who are financially responsible. Experience has proved to the retailer's satisfaction that where a person has a charge account he will most frequently trade. He will, moreover, buy more goods, month in and month out, than if he had to hand over the money after each purchase. Consequently letters, soliciting charge accounts, constitute one of the most important kind of letters sent out to the customers. From the delivery and C. O. D. slips, mailing lists are made up of persons who would make desirable credit customers. These persons are written and a credit application blank enclosed.

SCHEME 9—PERSONAL NOTE TO A SMALL LIST

Last fall a Chicago department store started a campaign on school teachers of the city, concluding that as a whole these women constitute a very desirable credit clientele. Letters were so carefully prepared and filled in that each message looked like a personal communication. They were printed on heavy note size letterheads and folded once, so that they could be enclosed in a square baronial envelope. At every point they were given the touch of quality. The results were so satisfactory that the same campaign has been duplicated this year on a much larger scale, and special letters are now sent out to nurses and other women wage-earners as well as to teachers.

SCHEME 10—PERSONAL TIPS FROM CLERKS

In a big store it is often difficult to secure that personal appeal which is often the most pleasing feature of the small shop. In order to overcome this disadvantage, many large department stores send out letters over their clerks' signatures. Each clerk

is encouraged to build up an individual following—customers of the store whom he frequently waits on and who know him personally. Then when a particular department has an announcement to make, instead of making it as a big corporation, each clerk signs a certain number of letters, suggesting that when the recipient comes to the store at time of this sale, to call on him, and he will personally see that the customer is given individual attention.

SCHEME 11—THE LURE OF A BLANK CHECK

A merchant in one of the live western cities sent to his customers plain sealed envelopes which immediately challenged the curiosity by the inscription, above the address, "Fill in the

Dear Mr. Hawkins:

You can fill in this check yourself, and we will endorse it for any amount.

In other words, we have not gone to the expense of marking down prices on fall goods in the usual way this year. A new plan has been adopted to give you the benefit of reduced prices.

Simply bring with you to our store the blank check. Buy whatever you want and we will endorse the check for one-fourth of the amount of your purchase.

Fill in the check yourself.

Very sincerely yours,

BLANK CLOTHING COMPANY.

A bank check was enclosed in this letter—a unique feature that compelled a reading of the correspondence that accompanied it

Check Yourself." As the letter was unfolded it was found to contain a regular lithographed check; the line for the amount was blank. No one was too busy to throw aside the letter without reading it and its message was short and to the point.

No one is immune from flattery if it is not too obvious. People like special attention; like to feel that they are given individual notice—that they are differentiated from “the crowd.” The shrewd merchant brings the personal letter to bear on those whose trade he is especially anxious to hold.

SCHEME 12—USE OF “COMPLAINT POSTALS”

And the new school of merchandising does not look upon a deal as over with just as soon as the purchase price is rung up. The transaction must follow the customer home and make sure that the goods are giving satisfaction. Progressive clothiers now follow up the sale of suits and overcoats, especially those that were altered before being delivered. Letters are sent out two or three days after a purchase is made, asking if the goods are entirely satisfactory and if not to enter complaint on the enclosed postal card so that the suit or coat can be sent for at once and further alterations made or money refunded. A store that carries a good stock of merchandise and operates on this broad gauge policy has no trouble in holding its trade. A

IT IS OUR AIM TO GIVE YOU YOUR MONEY'S WORTH
OR MORE, BUT NEVER LESS

YOU favored us with a purchase a short time ago and we beg to inquire now if you are thoroughly satisfied with it? If you are it will afford us a great deal of pleasure to know this on the attached card. And should you have any cause to complain, kindly use same means to tell us, then we will try to adjust the matter to your entire satisfaction, so you, like hundreds of others, will not only trade here yourself, but will feel glad to commend us and our merchandise to others.

CLOTHES SHOP

JOHN DOE, MANAGER

(Address.)

This card is sent out by a Pennsylvania clothier several days after a is urged to enter complaint on the return postal if it is not giving complaints makes regular customers of chance

chance purchaser is converted into a regular customer by a solicitous letter asking for an opportunity to adjust at once anything that is not entirely satisfactory. A two cent stamp, a postal card and a letter often holds a customer where no direct advertising would increase his loyalty towards the store.

The sales made to credit customers are very easy to check, and this check affords the store an opportunity of drumming up

SCHEME 18—CIRCULARIZING CREDIT CUSTOMERS

many customers who have not recently purchased. This is sometimes done by the store, but it is much better to have the clerk write the letter. The average retail house writing a credit customer, who has not purchased for some time, usually opens its letters with some such impersonal phrase as, "In consulting our records, we find that we have not received an order from you for some time." This is an undiplomatic attitude for the retailer to take, for it impresses the recipient of the letter with the fact that she is merely an "account," and that there is really no personal interest taken in her except as her purchases are shown on

CLOTHES SHOP

(ADDRESS)

Regarding my purchase of _____

I wish to say that _____

Name _____

Street _____

City _____

purchase has been made to know if it was satisfactory. The customer satisfaction. This solicitation on the part of the merchant to adjust buyers and keeps the old customers in line

the records. It is much better for the clerk to write the customer a letter opening with some such phrase as, "I trust you will pardon the liberty I am taking, Mrs. Jones, but this morning I was talking with our department manager, and I told him that I had not seen you in the store for a long time, and wondered if something had happened to mar the pleasant relations which this store has always had with you." This can be done very diplomatically where clerks become acquainted with the customers.

SCHEME 14—POSTALS WRITTEN BY SALESMEN

Some of the stores provide their clerks with ordinary postal cards. Then when a sale is scheduled, the clerk is instructed to write hurriedly in pencil or in ink to her customers, telling them of the sale that is scheduled and urging them to get to the store early before the choicest goods have been sold. When the customer receives this very personal communication, addressed, written and signed by the clerk, she is sure to attend the sale if she is interested. The customer feels that she has been especially written to by the clerk.

SCHEME 15—TIPPING OFF SHOPPERS BY PHONE

The impression that is made on customers by this personal attention from clerks is typified in one actual instance. A young married woman was showing about town a friend who had just moved into the city. Taking her friend into one of the larger department stores she introduced her to seven different clerks, in as many different departments. "I want you to know Miss ——," the city woman said, "so you can notify her about sales as you do me." Now whenever there is a special sale in which these clerks believe Miss —— would be interested, they write her a postal card, calling her attention to the sale in advance, sometimes stating they have laid a piece of goods aside which they have received permission to hold until a certain hour. This letter appeal is often varied by the clerks calling up their customers on the telephone.

SCHEME 16—INFORMATION FROM ABROAD

A Denver store, catering to the better class of trade, has a letter from its Paris representative mailed to each lady on a

selected list. These letters are sent out just previous to the opening of the spring and fall seasons and give advance information on the styles. Opportunity is of course taken to bring in incidentally that the purchases in Europe have been unusually heavy and that the stock will be most complete.

The people receiving such letters are not likely to go elsewhere—at least until after they have examined the line at the store which goes out of its way to show an interest in them. In the largest city and in the smallest town people prefer to go where they feel at home—where they feel they are especially welcome—and the clear-sighted merchant takes this fact into account and uses the letter to keep in touch with his customers.

SCHEME 17—CO-OPERATING WITH MANUFACTURER

As manufacturers are advertising and trademarking their goods more and more each year, the retailer must take steps to hold his customers by taking advantage of this advertising and co-operating with the manufacturers whose goods he handles. This is done by sending out letters to his customers, furnished by the advertising department of the manufacturers, and also mailing announcements and sales letters on his own initiative, which stamps his store as a place where the nationally advertised goods may be secured. But his letter efforts must not stop here.

In every community persons are constantly answering advertisements. The inquiries are usually referred by the advertiser to the dealer. It is up to him to get after the interested person with a letter which will pull the customer to his store, for one article purchased of a competitor may lead to an entire loss of his business. Consequently the dealer to whom has been referred an inquiry in regard to a camera, immediately gets after the inquirer with a personal letter, notifying him that he has a full line of cameras, that he would particularly like to show him one of this particular make which he has used continually for the past seven years, and so on.

There are many angles from which the retailer can work; and while letters may be wasted because they are untimely, poorly written or carelessly handled, the fact remains that a letter which costs him three cents may prove the means of turning an occasional buyer into a steady customer.

How To Extend STORE TRADE Into The Country

PART IX: USING THE MAIL TO EXTEND TRADE CHAPTER 19

THE SMALL shop-keeper is learning a lesson from the mail-order house and is no longer limited to the local market; he is extending his trade into the neighboring towns—by correspondence. Here are TEN SCHEMES by which successful shop keepers have extended their field of operations by the use of the mails—schemes that have stood the test of trial and which may be applied by any retailer in the city or country who wants to increase his volume of trade by winning customers who are ordinarily beyond his reach.

THE trade of a retailer is not necessarily limited to the business that he does over the counter with his local customers. Shrewd merchants are learning a lesson from the large mail order houses and are proving adept at the same game; they are extending their trade far into the surrounding country—twenty miles, sometimes as far as 200 miles. Distance seems to lend enchantment to the “bargain” which catalogue houses offer and the convenience of buying by mail wins many an order even when prices are no lower than “in town.”

The most familiar method of winning out of town trade is for merchants to unite at the time of a fair, a carnival, a harvest home or some such special occasion, and conduct sales that will attract buyers from a distance. The next step is when the merchants pool their interests and support a weekly or monthly excursion. Usually such co-operation is hard to maintain and some progressive merchant, tired of trying to keep his compet-

itors lined up, breaks away and boldly advertises that on certain days he will refund the railroad fare when purchases amount to a specified sum.

SCHEME 1—REDEEMABLE RAILROAD CHECKS

This scheme was worked out with extraordinary success by the S. Heyman Company of Oshkosh, Wisconsin. There are several interurbans running out of Oshkosh and once a month the company charts special cars, different days for different lines. Round trip rates as high as forty and fifty cents are cut to ten cents to all who desire to take advantage of the low price. The passenger pays his dime to the conductor and is given a check which may be presented at the Heyman store and exchanged for the return ticket. This necessitates every one's going into the store but it is not necessary to make even a small purchase to secure the return ticket. At all times railroad fare of fifty cents or less is refunded on purchases of five dollars and this offer holds good on these special excursions.

The interurban cars stop in front of the store and it is the most convenient place for the visitors to shop, but the advertising department busies itself before these excursions to whet the appetite of the people for the bargains which are offered. The territory along the interurban is literally flooded with circulars describing seasonable goods and making special prices as trade pullers.

The first excursion brought many people who had never before been near the Heyman store. The novelty of the idea appealed to them and the low rate was a pocket-book inducement that filled the excursion cars to the doors. The majority bought goods at the store but the management did not care so much for his first day's sales as to make a good impression with the visitors; every courtesy was shown them; every accommodation provided and every effort put forth to impress the strangers with the absolute reliability of the establishment.

SCHEME 2—MONTHLY "EXCURSIONS" FROM NEIGHBORING TOWNS

The experiment proved so successful that the monthly excursions are established events. Hundreds of people plan to take these trips regularly and many of them come in between excur-

sions or send by mail for their wants. The publicity department keeps up a rapid fire of advertising, sending to everyone on the mailing list bulletins, circulars, special prices and an elaborate store paper that is issued once a month.

The development of a strictly mail order business was the next step in the extension of trade. The company realized fully that to pull trade through the mails it must first of all inspire confidence so that on all its advertising matter, in its letters, acknowledgements, packages—everywhere the guarantee was emphasized: "No string tied to our guarantee of satisfaction. It means just what it says—satisfaction or money refunded."

And it is continually impressed upon the minds of the clerks and order fillers that this guarantee means just what it says and that the interest of the customers must come first. A merchant appealing to a local trade can use whirlwind methods, for prospective customers can see the goods and size up the establishment before they part with their money, but in going after a mail order business such policies only serve to create suspicion. Steady, persistent advertising and careful attention to requests for samples and in filling orders alone will establish that feeling of confidence which will induce a man to mail in his order and trust to the store to give him square treatment.

SCHEME 3—DISCOUNTS AS REWARDS FOR "PROSPECTS" NAMES

These excursion customers gave many names for a mail order campaign but the company determined to extend its activities beyond the interurban zone. Local newspapers were carefully read and names copied and teachers were asked to send in addresses of possible customers and to compensate them for their trouble, each teacher sending in a list was given a card entitling her to a special discount of ten per cent on all purchases.

With a live list to work from, letters were sent out explaining the store's method of doing business and urging the ladies to send for samples of anything in the dress goods line that they desired. A return postal card was enclosed, for one of the secrets of mail order success is to make it easy to get samples and prices and easy to place orders. The point is emphasized

that if the samples are not the kind wanted it will be a pleasure to send others.

SCHEME 4—PAYING EXPRESSAGE

Customers and prospects are followed up at regular intervals with catalogues, booklets, circulars and other printed matter explaining the advantages of mail order buying. The skeptical are given special treatment in the form of testimonials from satisfied customers and everywhere the guarantee is fluttered before them. The company's offer to pay freight or express charges within two hundred miles on all purchases of five dollars or over is likewise kept in the foreground.

SCHEME 5—A MONTHLY NEWSPAPER

The Heyman Herald goes out every month to all the names on the mailing list. It is printed in regular newspaper form—a seven-column four-page paper with half the space devoted to display advertising. The paper is much more than a price list or bulletin; it resembles a woman's magazine with articles on fashions, new ideas in neckwear, hosiery and novelties and a department of practical "Household Hints." Regular newspaper headings are used and the paper is made so attractive that it is widely read. The judicious mixture of fashion hints and store news assures a reading that would not be given to any formal advertising matter.

SCHEME 6—MAIL ORDERS FILLED BY "SHOPPERS"

When a mail order is received it is given to a "shopper" who goes through the store and makes purchases for it just the same as if she were buying for herself and these shoppers are under strict orders to look after the interests of the distant customers just as carefully as they can. For the cue has been taken from the older mail order houses that satisfaction is the only basis on which an out-of-town business can be built.

And so studiously have these policies been carried out that the Heyman company now numbers its mail order customers by the thousands. There was no advantage to this store in the way of location, transportation facilities and tribu-

tary territory that is not possessed by hundreds of other stores all over the country. There was nothing original or mysterious about its methods but it applied certain principles of merchandising in a way that should prove a blazed trail for others who wish to extend their trade into new territory.

In small communities a merchant knows his customers personally, but as soon as the town grows into a city it is practically impossible for the busy retailer to keep in touch with all his trade and is much harder to hold the country patrons loyally to a store. Uhler & Phillips of Marion, Ohio, hit upon a scheme that worked out with gratifying results.

SCHEME 7—HOUSE-TO-HOUSE CALLS

A June Sale was in preparation and great four-page circulars were issued, advertising its best bargains. A number of the young men employed as salesmen in the store divided the farming country surrounding the city into sections, and with supplies of the sale circulars proceeded to cover the territory by house-to-house calls. They did not stop merely to leave the advertising matter—instead they made it clear in each instance that their trip through the country was conducted for the special purpose of getting into closer touch with their rural patrons, and assure them of the earnest desire of the firm to serve their needs.

Hundreds of farm houses were visited. At each home the salesman endeavored to meet the lady of the house personally, speaking briefly and courteously of the merits of the store and emphasizing the opportunities which the current sale afforded. He also made it a point to obtain the lady's name.

Many of the women called on, flattered and interested by the personal invitation, responded immediately, but in order to get the full benefit of the canvass and again impress the list of prospects with the store's interest in their trade, a novel follow-up was used.

SCHEME 8—PERSONAL LETTERS FROM SALESMEN

A week after the personal solicitations were made, a special letter was mailed to every lady called on, bearing in the upper left hand corner, under the store name, a half tone portrait of the young man who called at her house. The letter itself was

written in a chatty style, beginning "Dear Madam: When I took the liberty of calling at your home the other day....." and was signed in facsimile by the salesman. It called back to her mind the four-page circular left at her house, asked her to glance over it again, invited her to buy of him personally should she come in. Incidentally it told how successfully the sale was going in the store.

These letters, supplementing the personal calls, made sales. And best of all they made the recipient feel that she could come to the store and trade with a person whom she knew personally even though she had never been inside the store before. A campaign of this kind should prove equally effective simply in the solicitation of general trade, and an occasional repetition of such a trip through the country by clerks would doubtless draw many a store into closer touch with the rural population than it would ever attain through the ordinary mediums of publicity.

SCHEME 9—ADVERTISING "BULLETINS"

The Brandies Store of Omaha, Nebraska, have demonstrated the possibilities of developing a mail order business in connection with their retail trade and their experience emphasizes the necessity for going slow, gradually establishing confidence. These stores depend largely upon special circulars, bulletins and samples rather than catalogues. A few items only appear on a bulletin but they are described fully and the price is played up. The guarantee is made prominent by italics and attention is called to the individual service which every mail order customer receives, a trained shopper selecting every item.

Prompt, courteous attention to a first order creates a more favorable impression than a bulky catalogue. In fact, a large catalogue has frequently been disastrous to a budding mail order business. The expense is so great to issue it that the patronage does not justify the cost. The catalogue should be a matter of growth, keeping a little ahead of the business but never far in advance.

Personal letters must form the principal medium for developing a mail order business—carefully written letters that answer every inquiry fully, for the customer is more critical with his first few dealings with a house than he is after it has long been established and enjoys a good reputation. The handling of

complaints calls for special consideration for the good will of the customer must be preserved at any cost.

SCHEME 10—THE MAILING LIST

A nucleus for an out-of-town mailing list can be secured from the transfer desk, the shipping clerk and the alteration department. Local newspapers and county directories will supply names of possible buyers, and satisfied customers are nearly always willing to give the names of friends who might be interested. The list must be kept up to date to prevent wasting ammunition and every letter and circular should bear the following inscription:

POSTMASTER: If this package is not delivered,
notify us, and postage will be provided for its
return.

When such notices appear on an envelope the postmaster is required to send notice of non-delivery and this enables the store to drop from the list all names that are no longer alive.

With the first letter, call attention to the sample department and enclose a postal card to facilitate the sending for samples. A woman may not know the house but she will trust her judgment on goods that she can see and so free samples are the quickest, surest means of establishing confidence. Illustrations are good but they do not possess half the order-pulling power of samples.

The guarantee cannot be made too strong and the offer to refund money for unsatisfactory goods should appear in every letter and bulletin. Experience has shown that people seldom order merchandise by mail unless they really want it and if the goods are returned it is usually because there is something wrong with them—and the merchant should be thankful for the opportunity of making it right and thereby tightening his hold on the customer instead of losing it altogether.

It is a good policy to prepay all express or freight charges on all purchases over five dollars. Some concerns limit the territory in which they pay transportation, but as a matter of fact over ninety per cent of the orders received will be within a comparatively small radius and the occasional extra freight bill may well be charged up to advertising, for it makes a very effective talking point to advertise that all five dollar purchases are delivered, no matter where the customer lives.

Single sheet circulars should be sent out at intervals of about a month and after four or five of these have been used it is then time to launch the first bargain bulletin, a 17 x 22 sheet printed on both sides. The first page should contain a few striking illustrations, preferably of dresses, suits or cloaks attractively priced. The guarantee and the offer to prepay express charges should be conspicuously printed and possibly a brief statement regarding the policies of the store. The following pages should be filled with bargains, each item fully described and priced. All statements should be conservative for Madam will likely preserve the bulletin and see whether the goods come up to the advance notices and if they do not no amount of advertising will win her back.

The first bulletin will just about pay for itself but no more—mail order buying is a matter of education and not over four bulletins should be sent out the first year. By that time they should be pulling well and may be mailed out every month while circulars should be sent out twice as often. After the trail is so well beaten that it can be easily followed, then it is time enough to think of a more ambitious catalogue.

The business is to be had and any retailer can pull trade through the mail. The big mail order houses in the city have no patent or secret formula for handling this business; the same methods can be applied and are being applied by merchants in smaller cities. The counter can be projected through the mail bag and every class of merchandise from needles and pins to lumber and coal can be sold at retail through the mail.

Letters That Attract *Out-of-Town* CUSTOMERS

PART IX: USING THE MAIL TO EXTEND TRADE CHAPTER 13

THE rapid development of the 'great mail order houses and city department stores attest this fact: that the small shop-keeper, especially the shop-keeper in the small city and town, is not getting his share of the local trade. Customers naturally trade where they get the best service at the least effort. Here are TWELVE SCHEMES by which small shop-keepers have attracted by letters out of town customers who had been dealing elsewhere

AMONG farmers and occasional city visitors there is a strong tendency to return to the store where they have previously traded. Once satisfied, the stranger hesitates about going to an unknown store. Although he may have traded at a store only once, he feels more at home there than at a place which he has never visited, and so the average customer has "his" or "her" store. And the habit grows on a customer for two reasons: he is not convinced that he can do as well or better somewhere else, and he is not offered special inducements strong enough to pull him into the other stores.

The personal letter is the available force which will overcome this inertia most easily. The confidential message which enters the customer's own home, has far more effect than the general advertisement, and it immediately establishes confidence—a conviction that this store sells satisfaction as well as merchandise. With this first obstacle removed, the good retail letter writer aims to put a real, live inducement into his message, which will draw the prospective customer into his store. And inasmuch as

everyone is looking for that little additional ounce of value or service, the inducement—the scheme behind the letter—is what finally persuades the out-of-town buyer.

SCHEME 1—HITCHING COUPONS IN EXCHANGE FOR TRADE

A Pennsylvania town was losing much of the country business because no adequate accommodations were provided for the farmers' teams or even for the farmers themselves when they came to the city to trade. As a result they were enticed to other towns where good accommodations were afforded. But there was one retailer who realized the importance of the farmers' trade and he took steps to provide the accommodations which were lacking. Consulting the manager of the most centrally located livery in town, the retailer made an agreement to redeem "standing-in coupons," which he would issue to certain farmers on his mailing list. These coupons which entitled the holders to free standing-in privileges for one horse one time at the largest livery in the city were mailed to farmers with a personal letter, explaining the use of the coupon. The only stipulation was that the holder should purchase \$1.00 or more at this store. The coupon further stated that the store guaranteed satisfaction or their money would be refunded. Each coupon was stamped with a serial number, so that each recipient felt that he was receiving this coupon together with a favored few. In order to make the coupon good at the livery, one of the clerks stamped it to show that the holder of this coupon had purchased the specified amount of goods.

SCHEME 2—FREE LIVERY ACCOMMODATIONS

As a result of this letter campaign many farmers, who had been going to other towns to trade, were induced to return to this city. A retailer, in another city, has varied this scheme by saying in his letters to farmers, "You will have no more trouble about hitching when you come to town. Use the standing-in ticket we are enclosing absolutely free with our compliments. Come into our store and get another one to use the next time you come to town. This offer of giving free standing-in tickets is entirely original with us. We realize the trouble farmers have had in the past in this respect and have decided to furnish stand-

ing-in tickets to leading farmers absolutely free. No other store has been so enterprising—no other store has ever been so liberal.”

This retailer further strengthened his scheme by removing from the mind of the prospect any idea that there was a trick behind his offer. He said in his letter, “There are absolutely no strings to this offer. The enclosed ticket entitles you to one standing-in at The Central stable, whether you trade with us or not.” He then went on to say, however, that there was no reason why the recipient should not trade with him, and showed in his letters how it would be to his advantage. By making special agreements with their liverymen, both of these retailers were able to secure rates, so that each redeemed coupon cost them less than ten cents each. The increased returns from purchases made at their store more than justified the small outlay.

SCHEME 3—PARCEL ROOM FOR CUSTOMERS

Another public service scheme which has attracted country business is the notifying of farmers with letters of the fact that the retailer has opened up a parcel checking room, in which the customer may check all her bundles and packages free of charge until called for. This scheme is more effective and given more of an exclusive feature by enclosing with each letter a card, entitling the recipient to this service free of charge when the ticket is presented.

SCHEME 4—OFFERS OF GIFTS FOR PATRONAGE

In a somewhat similar way a California¹ retailer increased his business among newcomers and persons whom he had never sold. In order to build up a mailing list of possible customers in the territory around his town he prepared a letter, aimed particularly at farmers and ranchers. In this letter he enclosed a coupon, which entitled the holder to a whip, free of charge, if presented at his store within a certain number of days. The whips were of good quality, secured at a low price in large numbers, and a gummed sticker pasted on the handle kept his name and address before the user.

The offer was given an individual touch by inserting the name of the prospect in ink on each card. The letter, which accom-

panied the coupon, stated plainly that in calling for the free whip, the prospect was under no obligation to make any purchase. The retailer pointed out that he simply wished to get acquainted with the recipient and would be pleased to have him call the first time he was in town. This same scheme has proven successful with many different kinds of premiums. It works even more successfully with women than with men. Some retailers in their letters to farmers stated that with each purchase over a certain amount, a basket will be given away free of charge. With an ordinary stenciling outfit and stencil, the name and address of the customer is sometimes put on each basket. Few farmers and ranchers have enough baskets on the farm, and this appeal has always been effective.

SCHEME 5—TICKETS TO MOTION PICTURE SHOWS

There is no question about the hold the moving picture has on the public and especially on the farmers, for their opportunities for seeing them are naturally limited. A progressive retailer in a Wisconsin city made arrangements with the proprietor of a nickleodeon near his store to honor tickets Saturday afternoons and change the pictures every half hour. The merchant then addressed a letter to all the farmers' wives on his mailing list. He argued that the farmer received a great deal more mail than his wife and a letter to her would be more carefully read—and then it is the women who do much of the trading. His proposition was to give a free ticket to the nickleodeon with every dollar purchase. Where values were about the same at the different stores, this proved a strong trade builder, for a half hour with the moving pictures gave the farmer's wife a place to rest and be entertained at the same time; it added a little color to the week's routine and the household necessities in many cases amounted to enough every Saturday to provide tickets for an entire family.

SCHEME 6—STORE DIAGRAMS ON LETTERS

The retailer who understands the farmer trade goes out of his way to make it easy to shop. Large signs, easily read, and plainly marked price tags play an important part in making the farmer feel at home—he likes to find his way about without stopping to make inquiries. Appreciating this an Iowa mer-

chant with a large store occupying two floors and a basement, has a floor plan printed on the back of the letters that he sends out. The location of each department is plainly indicated and lists of every-day necessities are printed along one side and key numbers make it easy to locate them. The practical value of this scheme was shown the first Saturday after sending out letters containing the store diagrams, as many new faces were seen among the regular customers. Both men and women brought in these floor plans, found their way from department to department, and checked off their purchases from the printed list.

SCHEME 7—GIVING AWAY CAR FARE FOR TRADE

An Indiana store planned a big "excursion day special sale." This fact was announced broadly in the newspapers, stating that with each purchase of a certain amount, the purchaser would receive a refund of his car fare. This plan was made especially attractive when the retailer followed up his newspaper campaign with letters "filled in" and addressed to customers on his mailing-list. The letter called attention to newspaper announcements of the sale and to a facsimile railroad ticket which was enclosed. The ticket was not good for passage, but it simply served as a graphic reminder of how the recipient of the letter might come to the city and purchase goods without any expense for railroad fare.

SCHEME 8—THE "SPECIAL DISCOUNT" CARD

In planning a big seasonal or special sale, it is usually best to advertise it extensively in the local newspapers, which circulate among the farmers. But live retailers have learned that the newspaper publicity can be given an individual and personal appeal, which is doubly effective when introduced by letters. These letters are primarily for the purpose of calling the customer's attention to the announcements of the sale running in the newspapers, and for making each recipient feel that the retailer has written him or her a personal letter, so that it will be possible for them to take advantage of the bargains which are offered. But in order to make this letter really effective it is desirable to add some little inducement not included in the newspaper.

One excellent scheme is a special discount card. In the first letter which the prospect receives there is enclosed a card, which entitles the holder to a discount of five or ten per cent from the regular sale prices quoted in the newspaper advertisement. The recipient is told that this discount to her is one that is sent to only a favored few. Her name is written in ink and the card is stamped with a serial number.

This first letter is followed up by another within a week, calling the recipient's attention to the card and the fact that the limit on the offer is about to expire. Occasionally a third letter is written to the persons whose cards have not been redeemed at the store, stating that the retailer has decided to extend the limit for a few days longer. In this letter another discount card is enclosed and marked, "Special Duplicate."

SCHEME 9—SPECIALIZING ON STAPLE GOODS

Observe how a Michigan dealer talks to his prospective customers about his flour, when he opens a letter as follows: "If it were possible for me to do so, I would like to call on you and your neighbors, just for the purpose of telling you about our Excellor flour. You can use in time a sack or two of good flour—it is staple—it is a necessity—so even if you are not ready to buy any flour just now—why not anticipate your wants by taking advantage of the low prices I am quoting you today—and come in the next time you are in town." Enclosed in this letter was a return post-card, on the back of which the recipient of the letter could fill in the amount of the flour she desired, at the price quoted her in the letter. Then the merchant would hold the offer for her until the next time she came into the city.

SCHEME 10—CUSTOMERS' LISTS FROM BANK CASHIERS

In Birmingham, Alabama, a furnishing company has built up a business among out-of-town patrons which nearly equals that of the patronage of the customers in Birmingham. This is a quality shop, selling high grade of men's furnishing goods. In every community a shop of this kind must necessarily appeal to a limited number of persons who appreciate and are willing to pay for quality goods. The town of Birmingham in itself did not offer enough business for this retailer. Consequently

he decided on a mail campaign for business among out-of-town buyers.

Personal letters were written on high class die stamped letterheads to the cashiers of banks in the smaller towns surround-

Dear Sir:-

We desire to obtain the names of the men and young men of your city whom you think would be apt to patronize an establishment where the better grades of men's wearable are featured, and as you are doubtless in a position to best give us this information we write to ask if you will be kind enough to furnish us with such a list of names.

There are, of course, in all cities a few who would not be considered responsible or, at least, prompt pay in the event a charge account should be opened with them and in the list you furnish us will ask that you designate those whom you believe to be responsible and deserving of a credit accommodation. We will treat the matter in strict confidence and highly appreciate this service which, we assure you, will not go by default.

We conduct a high class clothing, hat and furnishing establishment and realize the difficulty one often has of obtaining this character of wearables in their home city and it is for the purpose of getting in close touch with the better element of men in your community that we ask for this list of names.

Assuring you again of our appreciation and a desire to reciprocate the favor, we are,

Sincerely yours,

STANFORD COMPANY.

This letter was sent out by a quality clothing shop in Birmingham to cashiers of banks in smaller towns asking for the names of men who might be interested in buying a better line of clothing and furnishings than could be carried in a small store. These letters gave the store a valuable mailing list

ing Birmingham. In these letters the retailer frankly told the cashier that he wished to obtain the names of the men in the banker's town who would be apt to patronize an establishment where the better class of men's clothing was featured. In this letter the retailer pointed out the fact that his clothing shop carried clothing and men's wearables which the retailer in smaller

cities could not afford to keep, because the call for them was so limited. The banker in almost every instance realized that there were a few men in his town who did buy certain articles of clothing in Birmingham and other southern cities that could not

Dear Sir:-

Your name has been suggested to us as one who would likely be interested in men's wearables of the better class and we take this method of extending an invitation for you to pay our shop a visit when in the city.

We recognize, and appreciate the fact, that a person prefers to lend support to home establishments but is often unable to procure from them all the articles of clothing and hats and furnishings of the quality he would like to wear and it is this part of your patronage we wish to solicit.

You will find our wearables to be not only correct as to style, but to possess a degree of quality and character far above the commonplace and in which you can place absolute reliance.

Trusting to be favored with a visit from you on your next trip to Birmingham and assuring you of our high appreciation for your patronage, we are,

Respectfully,

STANFORD COMPANY.

This letter was used to bring the shop to the attention of the possible customers. It was carefully worded to make the recipients feel that they were not disloyal to their local merchants by making purchases in the larger city.

be secured in the local stores. Consequently he was willing to send these names to the retailer, after he was assured that this would be held in the strictest confidence.

The retailer received replies from all but six of the cashiers, and each gave him a splendid list of names. The advantage of securing these names from the cashiers was that in almost every instance only those persons were selected to whom a credit account could be safely given.

As an expression of the retailer's appreciation, he sent each of the cashiers giving him a list of names a cravat of excellent quality, stating in his letter that he hoped the cashier would

accept it in the spirit in which it was given, and inviting him at the first opportunity to visit his shop and make himself known. This second letter to cashiers alone well repaid the trouble and expense incurred, as they were generally appreciative over the unexpected gift, and the result has been the making friends for this shop of at least one influential and reliable citizen in every town within a reasonable trading distance.

The names furnished by the cashiers of the various banks were filed on 3 x 5 cards, which have spaces for the name, address, size of coat, trousers, hat, shirt, collar and hose, with lines at the bottom for filling in the amounts which might be purchased from month to month. One space was reserved also for the person recommending this name. Persons who opened charge accounts and also those who bought for cash have had the amounts entered under the month in which the purchase was made.

When this list of names was finally made up, a carefully prepared personal letter was mailed to each person, acquainting him with the fact that he had been suggested as a person who would be interested in the retailer's clothes and who would want to visit the quality shop the next time he was in Birmingham. These letters are systematically followed up by means of booklets and other letters. The result of this little campaign has been to place the retailer in close touch with the most desirable element of the many small towns within his natural trade zone, and it has made many valued customers, who not only visit and buy in the shop when in the city, but who make use of the mails for ordering articles of apparel which are sent subject to approval.

Where the amounts are so large in some instances that the necessity for further credit information concerning his individual responsibility is evident, the friendly cashier, who has previously recommended his name, is only too glad to furnish the dealer with a report on which a reliable decision may be based.

SCHEME 11—A BANK CHECK ENCLOSURE

The best advertising scheme ever used by a concern of Atlanta was based on a letter, in which they said that the recipient's time was valuable, and that they were willing to pay him for it, at the rate of ten dollars a day. "We just want two minutes of your time," the letter read, "and although this letter

is well worth your time, we are willing to pay you for the two minutes, for which we enclose our check for five cents."

The letter went on to call attention to the store's new stock of goods. Many persons laughingly brought in their checks to be cashed. Some sent them through their bank. The scheme proved to be a tremendous success and brought more new business than any other plan ever devised by these retailers.

The proprietor of the retail store, selling the more staple articles, often feels that he cannot adopt many of the sales schemes used by his neighbors. He thinks it impractical to use letters in his solicitations. An Ohio grocer, however, has built up a big business among the farmer trade by appealing to them along the line of pure groceries. He has won their confidence by sending them letters, opening in such a way, as "Why not serve *pure* groceries on your table in the future—when they cost no more? At least give our grocery department a trial. Come in to see us the first time you are in town."

SCHEME 12—A "FREE" \$5.00 CERTIFICATE

An Ohio store used a special certificate scheme with most satisfactory results. The certificate is the basis of a campaign in itself. Under this scheme the retailer advises that with every \$20.00 purchase, he will receive a certificate, which will entitle the holder to \$5.00 worth of merchandise absolutely free. The element of chance in this proposition makes it exceedingly attractive to prospective customers. The merchant at the time of the sale can easily afford to make an offer of this kind, for \$5.00 worth of merchandise, priced at retail, does not mean that these goods cost him \$5.00. This scheme is backed up and given impetus by means of letters mailed to customers and prospective customers. In each letter the proposition is plainly described. A copy of one of the certificates is sent, marked in red ink across its face with the word "sample."

Another plan which never fails to appeal to out-of-town trade is the offer to pay car fare on all purchases above a certain amount. Certain stores offer to give away with each purchase above a certain amount one elegant dinner set. These dinner sets, in English or American porcelain, may be secured at very low prices—so low that on purchases amounting to \$50.00 or \$75.00 an entire 100-piece dinner set may often be given away.

PART X

Consisting of three chapters on the subject of "HOW TO GET BUSINESS FROM DEALERS."

THE man who is satisfied with what comes to him unsolicited answers few knocks at the door.

The stay-at-home misses daily opportunities that pass at the next corner.

Opportunities are in perpetual motion. Get after them.

Don't let custom dictate the boundaries of your business—don't let convention hold you down.

Lay out a plan, a campaign for new business—then go after it.

Exhaust every source, swing every prospect into line.

Don't be satisfied with the business that you have—get more.

Putting *Propositions* to the DEALER in *Letters*

PART X: HOW TO GET BUSINESS FROM DEALERS CHAPTER 14

IT is not the selling scheme alone, nor the special terms, nor the exclusive privilege, nor any of the other tricks in the salesman's pack that finally swing the dealer from the "prospect" list to the customer list; it is the MANNER IN WHICH THESE TRICKS ARE PRESENTED TO HIM. There is a right and a wrong method of approaching him by mail—as is illustrated on the following 11 pages

THE average manufacturer is so much in love with his product that he cannot get away from it. He constantly talks to the dealer of his article as an article while it is in reality a commodity of trade. His most common as well as his most disastrous mistake in his selling argument is to lose sight of the great fundamental principle on which all dealer arguments must hinge—the fact that merchandise is merely the vehicle by which profits are conveyed to the dealer.

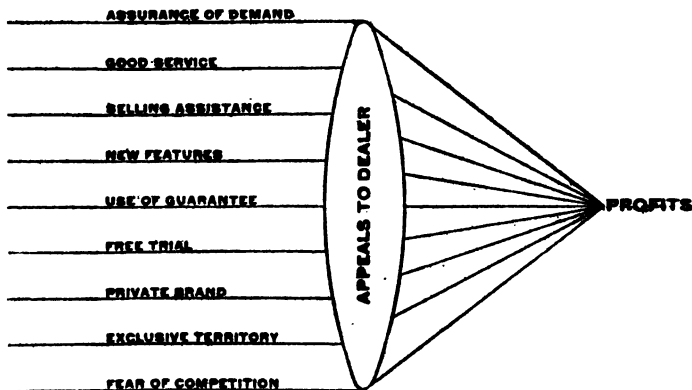
As long as the manufacturer fails to adjust his viewpoint to that of the dealer; as long as he attempts to interest the retailer with arguments on quality and adaptability; while he should be talking profits, sales, customers his letters will fail in their mission.

The reason is not difficult to understand. Stop and consider that the function the dealer plays in the world of industry is to supply a medium through which goods are conveyed to the consumer from the producer—that his function is to distribute produce, not to use it, and you will understand why merchandise as mere merchandise does not interest him. The

dealer's business is the selling medium, and his love is not for the game but for gain: he is looking for the profits that the handling of goods—the distribution of an article—must offer him. If the article offers no gain, he is not interested.

Come down to the every-day principle, that the dealer is just a plain, ordinary man, with the same inclinations, the same preferences and prejudices, the same degree of human selfishness that you or I or other men in business have; that if you offer him something to gain customers, trade, prosperity—he is interested, and your appeal will reach home.

Thus it is evident that the letter which gets the interest and convinces the dealer must adopt his point of view—must sur-



vey his problems, his troubles and difficulties from *his* attitude. It must aim to solve the problems, lighten the troubles and lessen the difficulties—it must attempt to supply the dealer's wants. And the manufacturer who attempts to secure his interest or co-operation, without a full knowledge of the proper weight of these human qualities in the letter, will miss the point of contact.

Then, consider the importance of knowing the dealer's business, his problems, his condition, the trade influences affecting him, before you attempt to reach the point of contact. The ways by which this point of contact may be reached are

numerous. You may play upon the dealer's desire for gain, his ambition for success, or you may work upon his sentiment. You may strike straight at his interest by inducement, or perhaps you may use pressure to force an entry into his good graces. You may even wield the club of fear, and thus command his good will and co-operation.

Then you may approach him from some original method, some new idea with which he is not familiar, thus first appealing through natural curiosity and then quickly swinging to your proposition. But in any case, you must apply the fundamental principle, that you aim to offer him something that brings him gain—that you seek to benefit him as well as yourself—that your proposition is mutually profitable.

"I am," and "my goods are," is the gist of the letter that the average manufacturer writes to the dealer, while the basic idea of the letter should be, "What you can do with my goods," "The customers—the profit—my trade will bring you," "Why you can handle my goods to your benefit." Tell the dealer that you can offer him trade, customers—that your goods will sell readily, and prove it, if you would get his interest. Tell him, "Here is a line of customers who want my goods," or "Here are profits which you should be pocketing," or approach him with this argument, "I merely want you to distribute these goods—to supply a demand which I will create for them." These are the arguments that he wants to hear, because they spell "more sales—more orders" to him. And this is the appeal that gets him in line.

SCHEME 1—THE OFFER OF "MORE CUSTOMERS"

A cigar manufacturer's letter tells the dealer, "Customers are included with the cigars. You may not want the tobacco—but you do want the customers. When you buy—— you get the men who smoke them, too; we deliver both. We make the cigars and the demand. The cigars are ready and the demand will be started as soon as we get local distribution. There is no risk in placing an order for—— except the risk of delaying too long. This is the best piece of five-cent goods that ever left the factory. We are so confident of the quality that we are putting enough money back of our confidence to make sure of a big market ahead of us in your town." Doesn't

this letter offer hit the target, when it is aimed at the man who is looking for the margin that sales on an article bring him? The possibilities of future gain influences the retailer and the argument is effective.

SCHEME 2—THE UNIQUE PACKAGE

A dealer letter used by a manufacturer to bring out this point says:

"The handsomest nickel cigar--packed in the most unique box ever seen in the trade. The cigar is ripe, but the box is green--you can't miss the BOX in the CASE, but if the man who has been educated by our advertising should come in and demand it and doesn't SEE the green box, he'll ask you if you 'see anything green in his eye,' and will go to the NEXT shop."

There is one angle on which a quality talk may be hinged in an appeal to the dealer. Show the dealer that the quality is the thing that creates the demand—then prove to him that your product has this particular demand-creating property and the argument comes to bear directly upon him. In this way one producer aims to direct the quality argument at the retailer in his letter: "We have built up a demand for our clothes on the label. The label has always stood for quality—not merely the 'just as good' quality—but the best that can be manufactured; all wool cloth, expert operators in the construction, and one hundred per cent shrinkage in the goods. The consumer has come to expect this excellence of quality when he sees our label. You have but to show the label on the suit and your customer knows you are selling high grade clothes. His confidence is won without your personal guarantee and you sell him twice as readily." See how the letter swings the ordinary consumer argument of quality into an appeal to the dealer. The argument marks the point where quality means easy distribution for the retailer.

SCHEME 3—CATCH PHRASES

An original and striking approach often wedges open a path for the heavier argument of the manufacturer. Take

the catchy phrase which incites the dealer's curiosity, and then apply it to the selling argument. Here is the way one man writes: "The monkey who pulled the chestnuts out of the fire got burned. There's no record of his subsequent actions—*except*, that he didn't try to get them the second time." Then the application is shown in this way: "The man who was 'stung' on a suit of clothes is just like the monkey—and he knows it. He won't come back for another suit. There are hundreds of men in your town who have bought and 'won't come back,' because they didn't get their money's worth. You want to handle clothes that give full value—clothes that give your customers a dollar's return for every dollar they spend. We are educating men to know that our garments stand for sincerity." And thus the manufacturer has appealed to the dealer's desire for steady customers.

But stronger than the striking approach is an original selling feature in its ability to get into the good graces of the dealer. Take any new method of distributing the goods to the consumer, such as offering prizes with purchases, or guaranteeing satisfaction to the consumer, or giving the consumer a trial of the goods with the no-pay-if-not-satisfactory plan and consumer sales are stimulated. The dealer knows this fact, and if you offer to let him dispose of your goods on any one of these selling plans, and then stand back of him to re-imburse him where necessary, you have a powerful appeal to his interest.

SCHEME 4—INSURING DEALERS AGAINST LOSS

Still more forceful is the offer which protects the retailer against loss or risk. For example, you write the dealer, "Here is a line of goods that will sell like hot cakes. We are confident of the demand they carry with them and to show you just how thoroughly convinced we are of their ability to draw trade, we will make you this remarkable offer: We will guarantee to buy back all unsold goods on your shelves or in your stock room at the end of the season, if you feel that you cannot dispose of them." Here you have offered the dealer everything to gain and nothing to lose. It is natural that he is interested if his capital—his business—is absolutely protected. Such an appeal is almost irresistible.

Dear Sir:

LET ONE OF YOUR CLERKS GO!

You won't miss him if you are a post card dealer and install one of our hanging display racks.

This new display fixture is almost ideal in that it combines simplicity and durability of construction, beauty of design and finish--accessability without the sacrifice of valuable space, and enormous sales pulling power.

With one of these fixtures installed in your store each purchaser can wait on himself and make purchases as conveniently as with the assistance of your clerk. Price cards conveniently arranged give the prospective purchaser all necessary information and as the stand revolves readily in any direction all cards can be brought directly before your customer.

Hundreds of our patrons have testified to the merits of this stand. Mr. W. W. Moore, Paocollet, S. C., writes: "I bought one of your display stands and it has increased my sales wonderfully." Mr. Casper Lowe, Lynbrook, N. Y., purchased one of our stands Nov. 11th, 1909, and another Feb. 7th, 1910.

You can have one of these stands absolutely free. To each of the first four hundred and fifty post card dealers purchasing one of our assortments of five hundred superior quality post cards for \$5.00 F.O.B. Chicago we will give a hanging display rack beautifully finished in black enamel absolutely free.

And the cards alone are an excellent investment, for you can realize a profit of \$7.50 on your purchase price and give your patrons excellent value too. All cards are guaranteed. If they are not satisfactory we will allow their return and all money refunded.

But you must act now--only four hundred and fifty assortments remain on hand and this value cannot be duplicated when these are exhausted.

We enclose an addressed post card with our guarantee for your convenience. Mail it today.

Yours very truly,

Lincoln

The letter which seeks to clinch the dealer's order by an offer of some prize with the sale of the goods, is often most effective; especially when the article does not involve too large an outlay of money. The above letter lays more emphasis on the prize than on the article to be sold, depending on a guarantee to give confidence of merit. A limited supply of the particular goods offered, gives inducement for an early response

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Then take the same guarantee against risk from the angle of a thirty-day free trial, with payment for the goods after the dealer has tried their selling power for a certain period. The effectiveness of this appeal lies in the absolute protection of the dealer. The impression of confidence carried with an offer of goods without payment of any money down at first impels the dealer's confidence. Then once on the shelves of the dealer, or displayed in his store, the sale is practically assured.

SCHEME 5—THE FREE TRIAL

This is a clinching appeal. It does not interfere in any way with any other plan of selling, but may be added for additional force where the dealer is hard to convince. For example, one manufacturer uses this letter argument:

You can place our toilet soaps on display in your store. Give them prominence and arrange them attractively. We know the demand they will create--the sales they will bring you. To back up our confidence, we will put in a stock for your trial at OUR RISK. You sell them, collect your commission and pay us for the stock, AFTER you have proven their sales value. You incur no obligation. If you find you can't dispose of them, we will accept their return without argument.

This manufacturer goes to the very boundaries of "good business" in his aim to get the dealer's interest.

SCHEME 6—DIRECTIONS FOR DISPLAYING GOODS

If you remember that the dealer is ambitious—that he has an inborn desire to increase his business, to build it up on a substantial basis, and that, to satisfy this desire, he must sell more goods, secure more profits, you may appeal effectively by giving him selling instruction in your letters. This is a subject that requires great tact in handling, since the opportunity to offend by assuming his inability to sell is ever present. To effectually ward off possible offence, one manufacturer gives such information a distinct "news value" and suggests that it might be applicable.

For example, he writes, "Our display expert last week arranged a window display in the town of B—, which, our dealer there tells us, has pulled big results. It was used in this way," and then the letter describes how a practical window display is arranged. Then to show its application, the letter suggests, "Perhaps this same scheme would be applicable in your store. You might arrange a similar display. I am giving you this information because I want you to know of the most successful schemes that are being used to insure larger sales." In this way the manufacturer secured the interest of the dealer through his evident desire to aid in retail selling. Many concerns publish and send out periodic bulletins or booklets, devoted to the description of useful selling hints and suggestions for the retailer. Still another concern offers the dealer a free course in selling for his clerks, supplying the experience of an expert for the purpose.

SCHEME 7—LOCAL NEWSPAPER ADVERTISING

Still another manufacturer offers as an inducement advertising assistance. "You would like to have these goods advertised in your local paper over your name, wouldn't you? Your business would benefit greatly through any advertising over your name and address, if used in your local mediums where your customers and your competitors' customers will read it. We will conduct a two-months' advertising campaign for you and thus keep customers coming to your store." Such an offer involves an idea that gets close to the retailer's heart. The plan not only advertises the particular line of goods, but it booms his business generally. Another plan offers to supply the dealer with all his printed matter to be used on customers.

SCHEME 8—THE "PRIVATE BRAND"

Often the offer of goods made up for a dealer's private brand, is the very inducement that finds his interest. Take, for instance, the letter offering to the dealer a line of groceries or shoes or merchandise, marked with his name and address, or manufactured and put up under name of his store; then the dealer, who always wants to advertise his place of business, and who often likes the prestige that a private brand gives to

his store, finds the opportunity he has been looking for at little or no additional cost over similar goods he has been selling.

SCHEME 9—QUICK SERVICE

Service is another argument to which the dealer cannot remain deaf. He wants to know why it will pay him to get his goods from you rather than from the other manufacturer. Then show him that you can get to him, say, five days quicker; that your means of transportation insure better treatment of his goods en route; or that your house adopts a policy of absolute time limit shipments, not varying one iota from this fixed rule. Write him: "Your greatest problem is how you may get the goods to your customers sooner. We guarantee a six day service;" or say to him, "You would like to make your jobber's stock room an annex to your store, wouldn't you? Then, here is the way you can do it. Here is a way you can carry a double stock of goods without increasing your store space. We give a twenty-four hour service, which enables you to take an order from your customer and supply the goods the next day."

To carry this idea one step further, the manufacturer may even work upon the sentiment of the dealer. Where the salesman writes the dealer, letters assume an intimate personal attitude. They appeal so strongly because the dealer is on terms of intimacy with the writer. The salesman knows and uses intimate points of contact to strengthen his grip on the dealer's interest. The selling arguments he may use in his letters therefore carry unusual weight.

SCHEME 10—PERSONAL ADVICE FROM SALESMEN

"What you need, is a line of goods that will answer this or that demand in your town," the salesman says in his letter, and the dealer believes it because he has confidence in the salesman. He feels that salesman knows the exact conditions of his business. Or the salesman says, "You want to deal with a house that will guarantee you against loss through overstocking or damaged goods in shipment. Our concern will absolutely guarantee this—I'll tell you frankly that you can expect only 'square dealing' from them," and the dealer believes it because

he has learned to put confidence in the salesman. "We are watching out for your interests as well as ours," the salesman writes, and the merchant is confident that such is the case.

SCHEME 11—THE INDUCEMENT OF AN ESTABLISHED DEMAND

But the effectiveness of pressure on the dealer, as a method of appeal overshadows the majority of other means of approach. Pressure may be brought to bear on the retailer to compel his attention—with the alternative of his losing attractive profits and evident customer trade. "Take this line of goods with the demand supplied, or lose big profits," is a club which commands the dealer's interest. You may go to the consumer with letters and create a demand or trial sales or customers—you build up a trial order business with the consumers. Then offer the prospects or the established customers along with the bill of goods and the dealer can hardly turn you away.

SCHEME 12—CREATING A DEMAND BY CIRCULARS

Or you may say to the merchant, "I am flooding the shoe buyers of your town with literature, and educating them to know the value of and to want the shoes I am manufacturing; I am going to create a big demand for these shoes for some dealer. Do you want the business—do you want the sales this demand will assure you? If you but say the word I will direct these buyers to your store. You must, however, take a stock of my goods to supply this demand, because these consumers don't want any other shoe—they want only my shoe, because I have shown them it is the one best suited to their needs. I am not asking you to buy a big bill of shoes—all I ask is that you take just enough to supply the wants of the people I will send to you." Then commence sending customers to the dealer's store. He cannot supply the goods because he hasn't them. But let a few more customers ask for those specific goods and leave his store to ask for them elsewhere, and he comes running to secure a bill of the goods. It is more than he can stand, to see business slipping away from him. The pressure of the possible business becomes too great for his indifference and the problem of appeal is solved.

Even though he does not want the additional business, himself, he hates to see his competitors getting it. He is often persuaded to listen to the manufacturer's argument rather than see the "dealer across the street" benefit. Thus, often the surest method of reaching your man is by a negative-appeal.

In this way the dealer is tactfully shown that if he doesn't take the line a competitor will. And in carrying out the impression of "big stick" the greatest tact must be employed. You cannot say to the dealer, "If you don't take this proposition, I'll offer it to your competitor and let him get an advantage over you," because the natural independence of the man will assert itself and he will usually tell you to "Go hang yourself," or something equally independent. But if you approach him in a smooth way—covering the blunt threat with velvet—you may better secure the co-operation of the dealer, because no man likes to have an uncouth command thrown at him.

But no matter how velvety the phrasing the compelling force of the argument is evident, because of the suggestion that unless the dealer takes over the lines of goods he must relinquish a sure source of profit to his competitor. The fear of giving his competitor the advantage makes the appeal effective.

SCHEME 13—GETTING COMMENDATION FROM LOCAL ORGANIZATIONS

This idea may be carried a step further. A local selling factor may be brought into co-operation with the manufacturer, which will compel the dealer's attention under the fear of possible loss of his other trade. For example, the manufacturer may secure the co-operation of a local organization or business concern, under promise of some prize or financial inducement.

There is a general policy that must be adopted by the manufacturer in his letters to dealers, if he would touch more closely the point of contact. It is the policy of assuming a different attitude for dealers in different sections of the country. The natural surroundings of the dealer, the atmosphere and the environment affect his viewpoint. If you would reach the westerner most effectively, talk quantity to him. Speak in large figures, give less attention to details of the argument and hammer on service.

To the southerner talk cheapness—price, in your letters. Make your references only to small quantities. Then when writing the easterner pound on the arguments that refer to quality and the superiority of the product over other products, from the attitude that consumers want only quality.

There is a still finer step necessary in appealing to dealers by letter. It lies in the mechanical make-up of the letter. This appeal is to the senses of the man. Take every precaution to see that your letters are neatly made up. Rumpling and mussiness in the letter fail to carry the necessary impression of value. "Make every letter so perfect in its detail that the man who receives it will know it is a thing of value—that it was created with great care—that it is the result of unusual painstaking and that it should be handled as though it were as valuable as the priceless vase or jewel," is the instruction a western manufacturer gives to his correspondents.

In the same way, make your English unquestionable. A certain colloquial tone without sacrifice of dignity adds force, because it gets more nearly on the level of the dealer.

Thus, if you seek to reach the dealer and secure his interest and co-operation—if you want to make your letters to him effective—you must first consider the man and his business. You must adopt his viewpoint when you profit-gain for his business. You must adopt his viewpoint when you argue that your product is the goods he wants to handle. You must aim to aid him in his work of distribution. Then you will secure the finer appeal that the manufacturer's letter may convey.



How To Get Business *By Mail* From DEALERS

PART X HOW TO GET BUSINESS FROM DEALERS CHAPTER 15

THE AVERAGE retailer has a natural mistrust of new and untried goods. He is prejudiced in favor of lines he had already handled. He is correspondingly reluctant to consider new propositions. To overcome this inertia the manufacturer must resort to UNIQUE TALKING points. Here are some specimen ways for presenting this point in letters.

THE average product follows an established route between factory and consumer. Midway on this route stands the retailer. The product stops on his shelves until it is handed out to the consumer.

From the standpoint of the manufacturer his biggest problem is to interest the retailer. In all probability this retailer cares nothing for his proposition. He does not want to load himself up with more stock; he does not want to tie up more capital in his business; he is prejudiced in favor of the goods and the brands that he has always handled; he is doubtful of the demand that there will be for the new product. So prejudiced is he against new lines that he is reluctant to give your proposition a hearing.

To overcome this inertia and secure the co-operation of the merchant it is necessary to have some unique talking point, some unusual feature or some material inducement that will appeal to his bankbook. The manufacturer who goes on the market with a new product may start his campaign with advertising in newspapers and magazines to create a demand among the consumers and then go to the dealers with a force

of salesmen to secure their orders, but this method is expensive and not always successful, and so the letter has been substituted in many cases for the salesman, for the letter does the work at a cost which enables the manufacturer to cover a large territory quickly.

As was pointed out in the chapters on opening new territory, the appeal to the consumer must be on the quality of the goods or some improvement or novel feature, while the sole appeal to the dealer is customers—sales—profits. And to reach him by letter the manufacturer or the wholesaler must have some original scheme or some cash-register-inducement that will call forth an order. The letters to the dealer must hammer on three points: the fact that there is a demand for the goods; that the merit of the product assures satisfaction, and that the dealer will have certain profits. As few goods are sold by a single letter, these different arguments may be used in a series of follow-up letters, but arguments alone will win comparatively few orders. There must be specific schemes and unusual inducements if orders are to be pulled by mail, and this chapter takes up schemes that have proved successful—schemes that have sold goods and converted a trial order merchant into a steady customer.

First and last, the only proposition that grips the merchant is some practical assistance in moving the goods. The most familiar plan is co-operation in advertising, the manufacturer furnishing booklets, cards, posters and cuts, or paying for advertising, or sending out letters to prospects.

This prize-with-dealer's-order scheme may apply to any article of every-day demand. Take for instance the sale of post cards to retailers and stationers. One manufacturer opens his letter in this way:

There are one hundred and forty-two post card dealers on our books who have written us personal letters stating that our special display racks have more than doubled their sales the past three months. That's why this letter is of vital importance to you who are trying in every way to increase your sales and eliminate personal labor at the same time.

Think of hundreds of people who visit your store and who would purchase post cards if a large display were forcibly

brought to their attention. This is exactly what the rack does for you. **WE SEND IT FREE OF CHARGE** with every order of five dollars and over. You use it and keep it as long as you continue to sell our cards.

We have five hundred card assortments consisting of an enormous variety of fancy, view, humorous, air brush, birthday and greeting cards at \$5.00 F. O. B. Chicago. These cards are fully guaranteed in all respects and if the assortment does not fully meet your requirements and please you we will consider it a favor to have the entire shipment returned. Only two hundred and twenty-five of these assortments remain on hand. You must act today if you want one. Simply mark an (X) on the enclosed addressed post card and mail it today. Stand and cards will go forward at once.

A clothing manufacturer put it up to the merchant in this way:

In this letter you will find a special offer of a fine custom made suit of clothes free of cost--but this was not the message we started to give you. You need help in pushing sales of clothes. When a dealer puts Sackman clothes on his shelves, we help him sell them. We help him advertise--send us lists of customers and we will write them letters and send them style booklets. You want cuts for your local newspaper advertising to make it distinctive and appealing and we will supply them for you.

But here's the point--we're going to offer you more--for a short period. For the next fifteen days, we are going to give with every two hundred dollar order of clothes, a fine tailored suit to the dealer **FREE**. We will send samples of cloth for you to select from and promise you one of the handsomest suits you ever wore. This offer is dated from August tenth. That means that to get the suit, your order must reach us before the twenty-fifth. An order blank is enclosed. Sign the blank today and mail to us. Tomorrow you begin getting the selling service for the clothes and within ten days you have a suit in addition.

The guarantee of satisfaction reassures the dealer and the limited number of sets available is a do-it-now spur that induces the reader to reach for his pen at once.

A present with every purchase of a considerable size often plays upon the dealer's desire for "goods that he can get for nothing." It has been proven in many instances, that an

offer of a small quantity of the goods, free, with the regular bill of goods of considerable quantity will swing the sale more readily than an offer of a discount or a cut rate equivalent to the value of the present. This is because of the impression of inferiority carried by the cut price or special discount. To cut rates implies that there is not sufficient demand for the product. Along this line of appeal, was an offer by a soap manufacturer:

With every twenty cases of our Violet Brand soap, we will give you one case absolutely free. Your sales on this additional case will bring you a clean profit. You will need fully twenty cases and by ordering that number at one time you will secure this valuable present.

Still another scheme of giving presents with purchases of goods has been used by manufacturers. It is to offer a present with each purchase—an inducement to get customers into the dealer's store. This letter was used by a shoe dealer:

You want more customers. You want more sales--and the profits they bring you. We have decided to offer a present with every pair of our shoes purchased in your store. It is a newly patented shining outfit. It consists of a box of the best grade Shinum on the market, a fine bristle brush and a lambs wool shiner. This is an attractive and valuable present. It is the very thing every shoe buyer wants. Your sales will jump fifty per cent through the inducement of this present and the quality of the leather and the workmanship in our shoes will bring the customers back.

To make the prize offer more generally effective, a special advertising campaign was outlined. This campaign was used as a further inducement:

Your profits on soap sales are limited. You can't sell more soap without some inducement to bring in more buyers--new customers. During the summer we are going to give away base balls to the boys of your town who save our seals. They can't get the seals unless their mothers buy this soap, but that free

baseball (and it is well made) will have every boy teasing his mother to buy this soap. Each cake of Pure Cream soap contains a seal. Five seals call for a base ball. These prize base balls are furnished by us and sent to you with the cake of soap--send in the order today and have every boy in town plug for your store.

We will advertise Pure Cream soap and the free base balls in your local papers. You want to be one of the retailers handling it. The enclosed order blank includes the special offer. You need only write your name at the bottom and the trial cake of soap will be sent at once. Unless you want your competitors to reap the harvest of this campaign, fill out the blank and mail to us today.

One of the most effective schemes for clinching the dealer's order is to guarantee his sale—to offer him the privilege of returning unsold goods at the end of a certain period of time in case he so desires. Thus a wholesale mercantile house, which aimed to put out a line of hosiery selling for more money than the average brands because of a new feature in its manufacture, sent out letters to this effect:

When you order a stock of hosiery, you never know just how long there will be a demand for that particular grade of goods. You may have to dispose of any surplus stock by selling at reduced prices, cutting your profits and there is always the chance that you will lose money on the order.

So certain are we of the demand for Elwood brand hosiery, which is made with a double woven heel and toe, that we are prepared to protect you absolutely--to guarantee you a satisfactory sale on Elwood brand and make this exceptional offer. We guarantee to take back all unsold goods at the end of the season, and refund your money if you feel that you do not wish to carry them longer.

Thus the dealer, given confidence by the guarantee from the manufacturer, feels that he is taking small risk. The sale of the goods is practically assured and seldom are unsold goods returned at the close of the season.

A thirty-day trial offer is one of the most effective arguments in a selling campaign. It is an absolute guarantee that can be adopted so that it will not conflict with the working of any other limited offer or scheme of a temporary nature. Following arguments consistent with good quality and economical

value, this scheme frequently proves the final inducement to bring the sale.

It adjusts itself to almost any product. A concrete illustration is found in the letter of a tooth brush manufacturer who wrote the dealers:

By accepting our 30-day trial offer, you can prove for yourself that the Olive tooth brush is all that we claim for it. Just to convince you that it will sell even more readily than we have claimed, we agree to fill this order on a 30-day free trial. If for any reason you do not wish to continue selling this brand of brushes after the 30-day trial---simply ship back the unsold part of the order at our expense and mail us a check for the brushes you have sold.

There can hardly be a more effective way of securing the dealer's confidence. He takes no risk, incurs no expense, and until the end of the thirty days may sell the article and collect his profits without incurring any responsibility.

A special feature or distinguishing characteristic furnishes a selling argument that is most advantageous, and manufacturers frequently add attachments to machines or put on some new appliance with the primary object of providing a talking point. The attachment may be something that is very seldom used, but it gives a distinguishing characteristic that tips the scale in favor of that particular machine or device.

A manufacturer, whose sales failed to come up to expectations, added a distinguishing feature and wrote this letter to dealers:

A good safety razor must fill every demand of the man who uses it or your sale will be small. Every good safety razor should be made to come apart easily in order to cleanse it. If it doesn't the razor will rust and your customers will be dissatisfied. The Sanito safety razor permits the use of the blade as though it were a straight, old fashioned razor, for times when the man using it wants to trim about his beard. Until you have a razor with all these appliances you won't be able to sell half the men in your town.

Thus the dealer was plied with these arguments on the special selling features of the article, and in addition to the letters sent, all inquiries coming to the manufacturer from consumers as the result of the advertising were directed to him. Then the sale-clinching letter followed:

Sanito razors come apart by simply pressing a small spring on the side and may be cleaned and dried easily. It takes only a moment. The Sanito has an auxilliary handle which permits the use of the blade as a straight razor. This makes it equal to every emergency. And men will appreciate this fact. You want to sell this razor: you want the additional sales and profits that a POPULAR RAZOR with a POPULAR PRICE will bring you.

Thus the special feature of the article itself, rendering it more adaptable to the needs of buyers, may be played upon to get the dealer's order. The campaign of the razor manufacturer is an example of how the special selling feature may be used. The scheme adjusts itself as readily to other devices.

Through a direct appeal to women, a wholesaler of a new brand of codfish secured an effective approach for his letters to dealers. He offered a five-pound box of XX brand codfish to any one who sent a cooking receipt.

Then when a cooking receipt came in from the housewife, he immediately wrote thanking her and telling about the quality of XX codfish and then the letter hooked into the selling scheme:

Of course, you know that we never distribute direct to consumers. We send the prize box of fish to dealers who distribute them. So if you will send us the name of your regular grocer we will mail him the codfish and give him instructions to deliver to you.

Thus the name of the dealer was secured and a wide opening made through which to get his business. A letter accompanying the prize codfish told the dealer, "We are sending you a box of our extra fine brand of codfish, which is creating so much interest all over the country, and ask that you give it to Mrs. Blank when she calls." Then the letter explained to the dealer the proposition in regard to the fish, and pointed out the desirability of carrying it in stock.

A series of dealer letters followed the sending of the prize box of fish, urging a supply of XX brand. So effective an approach was thus opened up that this particular dealer sold over forty per cent of the dealers written.

The scheme is not limited to this one product. It is applicable to any food stuff sold through dealers to consumers.

Originality in the letter itself is often effective as an order getter. An Oregon wholesale grocer employed a scheme in his letters to give an added impression of value to a band of sardines. The sardines were purchased through a London broker. So instead of writing the dealers personally, he sent out letters over the signature of the London broker and on the broker's personal letter paper. This letter recommended that particular brand of sardines, called attention to the western wholesaler as the local jobber, and gave the dealer confidence. Then the wholesaler followed up this letter with a personally written sales argument which produced the desired results. The foreign letter, holding an unusual appeal to the dealer, carried home to him the fine quality of the sardines and gave the wholesaler an introduction to the trade.

Although it is evident that every scheme for getting the dealer's business must be twisted and moulded to suit conditions in the selling field and in the manufacturer's business, these examples outline the fundamental principles of every dealers' campaign.

As a direct approach to the dealer by the manufacturer, the offer of a "Private Brand" of goods is very effective. This scheme gives the manufacturer an appealing argument for his goods without preliminary creation of consumer demand. It offers the dealer an opportunity to adjust the goods to his particular business and to put his personal O. K. on the product. Price is also a strong argument in this scheme, since the manufacturer is usually willing to quote a lower price when a considerable quantity of goods are sold under contract.

While this scheme may or may not be backed up by an offer of the manufacturer to aid the dealer in turning the goods by advertising, circularizing or store display, it is usually a strong inducement to clinch the dealer's business.

Getting Business From *Four-Cornered* TOWNS

PART X HOW TO GET BUSINESS FROM DEALERS CHAPTER 16

IN EVERY state are hundreds of little country merchants, situated off the main highways of business, whose orders most manufacturers and jobbers never solicit. These are the obscure cross-roads dealers on whom the salesman never called because of the difficulty of reaching them. Although practically inaccessible, each is usually in the heart of a prosperous farming community—the center of a cluster of homes. Yet—a great bulk of his trade can be handled by mail—by methods explained in this chapter.

TAKE your map of Illinois, or Pennsylvania, or Nebraska, and run your finger down one of the railroad lines. Familiar names you will find there that appear on the salesman's order blanks. But off the branch lines and in the open spaces in light face type you will find Roseville and Middle Creek and Brown Center. Look up their population and you will find their inhabitants number anywhere from twenty to two hundred and twenty. Your order blanks show no records of sales in these towns, or else such records are widely separated.

For other reasons the business of the four-cornered town merchant has not been extensively cultivated by the average producer. His stock is usually so meager and his orders so small that an expensive salesman's visit is hardly warranted. Then the salesman himself usually steers clear of this class of dealer for the trip over country roads requires too much time.

Frequently it would be necessary to demand cash orders, for the merchant may not be rated, or his rating may be too low to allow an extension of credit.

But the small dealer's business can be secured, provided he is solicited in the right way. In fact, here is a large field that is entirely neglected by hundreds of concerns that might get in on this extra business if they went after it in an enlightened and systematic way. It is a primary necessity, however, that the product be one for which a demand already exists or can be automatically created—staples that are in use everywhere.

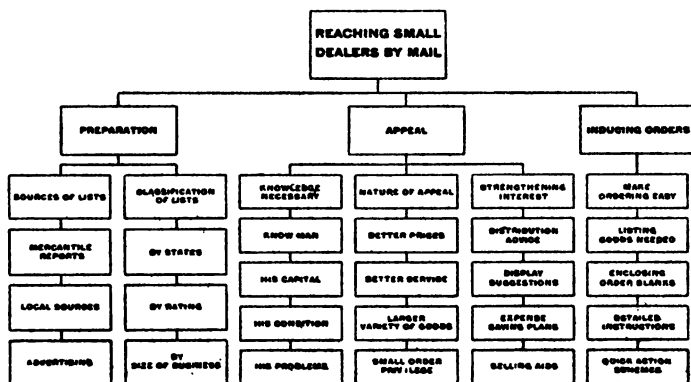
Practically all this business is now secured by general mail order houses, simply because they are the only concerns that have made any real effort to get it. There is no reason why the manufacturer can not adopt this mail order plan of getting this business and thereby add a desirable outlet for his goods. He can organize a small mail order department as an adjunct to his regular selling plan. Nor is this a difficult problem. It calls for little detail. It is highly profitable, because the selling costs are reduced.

To start such a department you must have the names and addresses of dealers not reached by regular salesmen. Then you must list and classify these names. Names may be copied from mercantile agency books, but they list the names of only the foremost merchants. A more detailed method, though more thorough, is to write to bankers, or newspaper men, or railroad station agents, and ask for the names of storekeepers removed from the main business centers. The merchants must have dealings with the bank in the adjacent town, they must get supplies from railroads, and they often advertise in the country papers. In asking for the names it is well to state frankly the purpose for which you want the names, for while country business men are usually very accommodating in such matters, they are suspicious of city business methods. Some concerns pay a small sum for lists of names or send some souvenir that the recipient will appreciate.

A third method is to advertise for names. With magazines as a medium, one sales manager used this advertising copy: "This offer is for small town retail merchants," and then follows this heading with the text, "If you have trouble in getting trade, or if you have difficulty in holding customers, I can help you. My business is supplying small country merchants with

helpful hints on how to attract trade by window and store displays, and how to hold trade against the competition of city bargain counters. There is no charge for this information which includes a 200-page booklet telling how to run a retail store successfully. Write for the booklet." Then, the names of merchants who asked for this information form the basis of a prospects' list.

The names must be classified. The best method is to list them on cards, to which may later be added such special information as particular business conditions, shipping routes, literature used on each particular customer, and sales records.



But these are all preliminary steps to gain the dealer's interest and confidence; to induce him to buy your product and make sure of his continuous trade—these are the real problems.

It must be remembered that the little merchant is usually deluged with printed matter, catalogues and price lists of every description and letters from regular mail order houses. Unless a letter carries with it an impression of the personal message—unless it implies that it is for his reading alone, he sends it straight to the waste basket, or else he tosses it into a pile of accumulated circulars to be looked over later—a time that never comes.

It is only the letter under first class postage which carries the impression of the personal message. Give your letter the more effective appeal of the two-cent mailing. Where the proposition involves as large an outlay as an order of stock from a merchant, every possible detail which may add force to the appeal, must be carefully weighed. The four-corners merchant has learned to "spot" a form letter, and it is a mistake to send him a form letter, poorly filled in, or carelessly signed, in the belief that he will think it a personal message. He knows the difference, and a printed page or an undisguised general communication makes a better impression than a "sloppy" form letter.

Before you approach the small dealer with your proposition, you must know your man. You must know the conditions surrounding his business, his problems and his limitations. The difficulties he encounters in selling—the obstacles that hinder his development in business, are unlike those of any other class of dealer. Usually he has no adequate stock room, no attractive display space, and frequently insufficient capital to buy a large stock of any line, even though he might want to. He must fight against great odds in competition. Mail order houses are his greatest bugbear, because they often take the cream of his customers' trade—leaving him only the emergency accommodation business. Then he must fight to keep his customers' patronage and discourage their periodic trips to the county seat or near-by city stores. Besides, he has no adequate medium of attracting trade such as the town merchant with his newspaper advertising. All these problems you must know and understand. You must be a merchant at heart, if you would talk understandingly to the merchant.

A sentence, or a phrase, or even one word, may betray to the merchant the fact that the writer of the letter fails to appreciate his specific business problems, and thus kill the otherwise effective argument. Hence the importance of knowing these conditions. Take for instance the argument intended to persuade the dealer that a line of soaps of a certain brand will best meet the needs of his customers. Here a suggestion that he order a quantity out of keeping with the demand, shows him that you fail to appreciate how small his trade is. Or the suggestion that a quantity of cut glass dishes be added to his stock of glassware, when it is only in rare cases that the cross-

roads merchant has a demand for such an article, immediately convinces him that you fail to understand his class of trade. A loss of confidence is the natural result. All other advice becomes valueless.

Then, in your letters that seek to carry an element of personality, keep to the level of the country merchant. Don't shoot over his head; for instance, don't use the same phraseology that you would employ when you address a city banker. Convey the message to the little dealer in phraseology with which he is familiar; use colloquialisms without sacrifice of dignity.

It is always human interest that reaches out and touches the cross-roads merchant—the letter that dips into the midst of his interests is frank, homely, personal and enthusiastic. Keep to these standards in your message and you will drive the argument straight under the little dealer's skin of conservatism.

Your letter must strike a vital point in his business in its opening paragraph. To secure an effective angle on which to base your approach, consider the things which most vitally interest him. Like his city competitor he wants to enlarge his business. He wants to get more sales and profits.

His ever insufficient capital gives an opening for this letter to reach him effectively:

"You say you have no money for additional stock? How much have you tied up in stickers? One dollar in goods that sells means more than two dollars in goods that stay on the shelves. You are probably planing to buy in some one of the lines you carry. Why buy so much? Why not put some of the money in other goods, investing no more in the old line than you know will be enough to supply your trade until you can buy more. Put the money saved in this way into a line of goods that you know will sell--that will bring you a good profit. Then you get profits on two lines instead of one. Gold Club flour gives you a very good profit, and it sells. It brings customers back to you for more because it makes the best bread, the best pies and the best cakes."

Another letter strikes directly at the small dealer with arguments showing the advantage of buying by mail:

"Did you ever think how much you pay to have a salesman call on you? Here's a plain statement of fact that may open your eyes. Every time a salesman takes the expensive drive out to your place, his house adds the cost of the trip to the goods you get. Every time that high priced man spends a day with you his salary is just added to the cost of the goods. Our catalogue is OUR salesman. It is ALWAYS WITH YOU. It is clear, logical and specific. It tells about our goods better than a salesman could and it costs one-fiftieth as much. But we don't save that cost. We give it to you. We cut the price on the goods you get just that much."

And still another letter aims to wedge some orders into the small dealer's store between the infrequent calls of competing concerns' salesmen:

"There is only one way for you to carry more lines of goods with a limited capital. You must buy in small quantities and often. You don't need a hundred pair of overalls--you don't need a dozen barrels of A-sugar. You buy five times as much as your immediate demand requires if you buy of salesmen--because he can't get to you often. You buy from us and you buy as you need the goods. You may need only two suits in each size of children's clothing. That ought to be enough, if you can duplicate any size or pattern in two days' time by mail order. Why tie up capital in needless stock? We duplicate goods in forty-eight hours."

Thus the little dealer's strongest competitor--the city bargain counter--forms the subject for a valuable suggestion and an approach for orders.

The reason why the small dealer has so limited a variety of goods is because each new line involves a considerable outlay of capital; it requires additional space, and the trade does not warrant a large stock. The salesman, because of the infrequency of his calls, wants the dealer to lay in more than his immediate needs require. This gave a western shoe manufacturer his cue to extend his markets.

He knew that many of the four-cornered town merchants could not afford to carry a line of shoes because the manufacturer would sell nothing less than case lots. A line of shoes that would meet the demands of any dealer, no matter how small,

if it be adequate, would necessitate too heavy an outlay of money, with the whole-case policy. So he determined to break cases. He wrote the small dealers: "You may never have sold shoes. Or if you have sold shoes, you probably couldn't afford to have any sort of completeness in your stock because the cost ran too high. That's the reason why so many general merchants don't carry shoes. It isn't because shoes don't offer them a good profit, for there's hardly a line of goods that offers a better profit." Then his letter suggested the scheme: "I will sell you quarter or half cases at wholesale price—will sell you one or two pairs just as cheap as if you bought a full case of one size and style."

With the enclosure of a stock list on which the styles and sizes best adapted to the merchant's needs were indicated, this letter from the manufacturer pulled big sales. It was the idea of selling in small quantities and promising renewals of sold out stock at any time that persuaded the small dealer to try an addition of shoes to his general store.

The letters with the approach and arguments of lower price are always effective with the small dealer. But the argument is "low price," not "cheapness," because the word cheapness usually carries the impression of poor quality. The suggestions that aid him in every-day sales of goods, and help him to build up his business against competition, prove to him that you are interested, not merely in getting your goods on his shelves, but that you are awake to his needs and his difficulties and that you aim to give him every assistance possible.

To carry this idea a step farther, many manufacturers sent out periodic bulletins and booklets, devoted to business-getting schemes that have been tried and proven successful by small-town merchants and four-corners dealers. The schemes usually involve a purchase of the manufacturer's particular line of goods by mail. But the impression that the dealer is getting valuable suggestions free, is nevertheless carried to him and the interest indicated never fails to clinch a reciprocal good will.

The idea of service is a strong argument on the little dealer. He wants to buy in small quantities, to fill in lines of goods, to get rapid delivery above all things. Thus this letter, used to drive home the advantage of unusual service in the mail-order sale, was most effective: "We guarantee seventy-two-

200 QUICK DELIVERIES AS A SELLING ARGUMENT

hour deliveries to customers within a radius of one hundred miles. This is a hard and fast policy of ours. It practically makes our great stock room an addition to your store, since you can fill in broken lines, duplicate goods, and supply your customer's orders on new lines within three days."

24 SUIT TRIAL ORDER, FORM A

CONSISTS OF 4 MEN'S SUITS EACH, TO RETAIL AT SIX PRICES, VIZ:

\$10.00, \$12.50, \$13.50, \$15.00, \$16.50, \$18.00

TOTAL COST WHOLESALE \$216.00; SELLS FOR \$342.00, PROFIT \$126.00.

SHIP THE ABOVE ASSORTMENT OF "BLANK BRAND" CLOTHING TO APPLY
SPRING } SEASON AND. WILL RETURN ANY, OR ALL ON RECEIPT OF
WINTER }
SHIPMENT, THAT IS NOT ENTIRELY SATISFACTORY

24 SUIT TRIAL ORDER, FORM

CONSISTS OF 4 MEN'S SUITS EACH, TO RETAIL AT SIX PRICES, VIZ:

\$12.50, \$13.50, \$15.00, \$16.50, \$18.00, \$20.00

TOTAL COST WHOLESALE \$240.00; SELLS FOR \$382.00, PROFIT \$142.00

SHIP THE ABOVE ASSORTMENT OF "BLANK BRAND" CLOTHING TO APPLY
SPRING } SEASON AND. WILL RETURN ANY, OR ALL ON RECEIPT OF
WINTER }
SHIPMENT, THAT IS NOT ENTIRELY SATISFACTORY

SIGNED _____

(POST OFFICE) _____

(DATE) _____ SHIPPING POINT _____

DEPT. NO. 1

One manufacturer puts up trial orders, selecting goods that will meet the demand of the small dealer. It is certainly easy for the dealer to fill out whichever form he wants

But a sale clincher must be put on the letter. This is merely making it easy for him to answer and order. A return envelope should accompany the letter, and a reference made to it in some such way as this: "Just slip your order in the enclosed stamped envelope so it will reach the proper department head and insure prompt attention." A blank order slip should be enclosed with minute directions for ordering. as simplicity and convenience are vitally important.

Because of the wide experience which manufacturers are assumed to have, regarding the amounts and grades of goods needed by the small dealer, it is often possible to suggest a complete line of goods and offer the dealer a selection which will be best suited to his particular demand.

Often the dealer is slow in taking up the proposition. To provide against this, the manufacturer offers some special inducement for a hurry-up order. One letter states, "If you attend to this order promptly it will reach us in time to get the special discount of five off, during the month of July." With another is enclosed a coupon, across the face of which is written, "This coupon is worth \$10.00 during the month of September," and on the opposite side of the coupon is written, "Return this coupon, which is given only to a selected list of customers, during the month of August with your order for fifteen fall suits, and it will be worth ten dollars, deducted from the invoice price." Still another scheme used to induce early orders is to offer a selling guarantee with the goods in case the order reaches the house before a certain date. A small coupon on which is written a guarantee to take back all unsold goods at the end of a certain period, if they be ordered before the date specified, is enclosed with the letter. This scheme gets quicker results with orders. Besides, the guarantee adds confidence to the mind of the dealer.

But the order once secured, you must not expect to hold the continuous trade of the dealer without persistently following up with letters to impress him with your interest and your desire to aid him. Here the service given is an important factor in holding his good will. When you promise him deliveries, make the promise good or else make a satisfactory settlement with the dealer. Here, also, the periodic bulletins and booklets of selling suggestions aid in holding his interest. Then a system of special notifications of bargains offered shows him that you are watching out for his interest and impresses him with the accessibility of your house. It is the persistent following up of these little details, each minor in itself, that rounds out the complete idea of satisfactory dealing by mail with the little country merchant—that insures his continuous trade—and that gives the side-issue-mail-order department an appreciable value to the regular selling end of a business.

PART XI

Consisting of four chapters on the subject of "HOW TO OPEN NEW TERRITORY BY LETTER."

THERE can be no continuance without a beginning. There can be no completion without a continuance.

The only man who **DOES** anything is the man who **BEGINS** something.

Don't wait for someone else to give you a push.
Don't be an echo to the other man's hurrah.
Don't be a shadow of the other fellow's work.

Lay the corner stone of your own initiative.

Get busy. Begin. Originate. Commence.

Just **START**.

Opening New *Selling Fields* by MAIL

PART IX

HOW TO OPEN NEW TERRITORY

CHAPTER 17

IF TRADE were limited to the customers who came into personal touch with the salesmen, buying and selling would be limited to the corner store and local factories. But the mails have enabled the buyer to seek wider markets overcoming the handicaps of distance. To find such buyers is the aim of every house that can extend its field of operations by selling goods by letter. Here are some ways by which it has been done

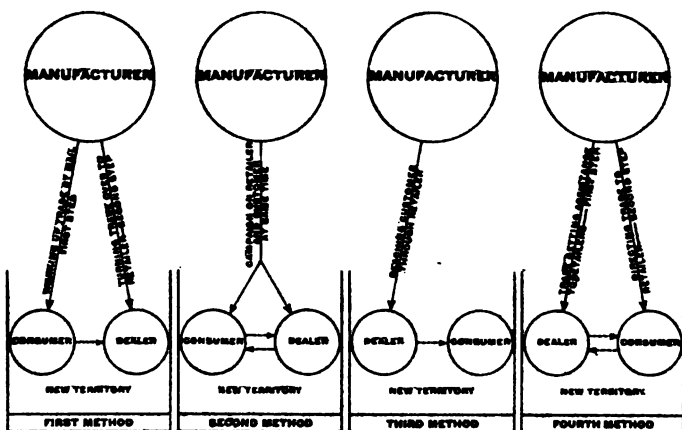
MARKETING a product hitherto entirely unknown, or expanding a business to a new field of trade, is a serious problem. Every producer, whether he is the head of a small business with a limited capital, or of a great corporation with a hundred-thousand-dollar selling appropriation, must evolve some effective method for extending his markets. He must follow the road of least resistance and cultivate inexpensive systems, for his profits at this stage depend, not so much upon the cost of production, as upon the marketing of his goods at the least possible expense.

There are several ways of marketing goods in a new territory—usually expensive and slow in producing results. Demand may be created in time through high-priced advertising, or salesmen may be sent into the field to “work up business”—another slow and expensive method.

The simple and economical scheme is to use letters as the selling medium. They creep in silently behind the competitor, and insert the wedge that opens an entry for the new product.

They swamp the consumer with arguments on quality and merit; they educate him to prefer this article for some good reason and thus create a demand. They get customers and build up a trade. But usually the manufacturer does not want to sell direct to the consumer—he is a producer and wants to avoid the details of retailing—but with a following of customers to offer with his goods to the dealer, he commands attention.

In starting a campaign to educate the consumers in a new territory three things are necessary: to determine the extent



The four methods of opening up new territory by letter

of the campaign; to secure lists and classify the prospects, and to determine the arguments to be used.

The extent of the campaign depends in each case on the nature of the proposition and the pressure necessary to interest the dealer. The various sources of names are taken up in other chapters as well as the method of testing lists and trying out letters and schemes.

The arguments to be used will depend upon the people to which one is appealing. If lists can be divided into classes, it is then possible to shape the arguments to appeal most strongly to each group. To one class, quality may appeal most strongly;

to another class economy is the irresistible argument, while to others the convenience of the device or the style of the goods may arouse their interest.

The whole object of the letter is to convince a man he should try your goods; the battery of arguments should be trained to bring down the trial order. Convince a man that your product for some good reason is peculiarly adapted to his wants; in handling your appeal you must be quick on the trigger—wing his attention in mid-air.

But the letter must not merely arouse curiosity or attract momentary interest by some clever scheme. It must be educational, for while the attention must be secured quickly and the trial order secured, the plan must be much more far-reaching—it must educate the consumer to want your product.

Possibly quality is the one argument that will make the greatest appeal; your goods may have some unusual merit, some superior value. So you play up the quality of material. Or, you may want to emphasize some advantage in construction: or price may be the inducement.

The strongest appeal is usually made through some original selling plan; or through some new feature, or make-up of the goods—some distinguishing idea that the other man has not used. Find an angle strikingly different from the usual. Use originality as the lever to pry loose the consumer's interest.

A shoe manufacturer found a new angle in approaching the consumer:

I pay twenty-eight cents a foot for the first grade of calf skin leather used in our Blue shoes. I could buy the second grade at twenty-five cents a foot; only an expert can tell the difference. At three feet of leather to a pair, I could save nine cents here—a good many do. If I did this, my shoes would be like all others—but I don't. I know I could take about twenty-five cents out of every pair of shoes by using inferior material, but I aim at quality. I want every shoe that leaves our factory to have absolutely the best wearing qualities.

Ordinary shoe advertisements do not leave much of an impress, but this grips my attention. It is a new angle on the problem of the manufacturer; I see a good reason for not buying a pair of cheap shoes; I am convinced his shoes are well made,

But it is not enough that arguments should be carefully aimed after the range is found; they should be backed up with a strong guarantee that will give confidence.

In selling staples the actual difference in the goods advertised is hard to explain; it is difficult to differentiate one brand from other similar lines and so the guarantee of satisfaction and the low cost should be played up.

The whole aim is to get the trial order. That is the first hook. It will hold the prospect until he can be landed as a regular customer. For the manufacturer or wholesaler cares little for a single sale; he works hard to make this sale simply because it will lead to others. What he wants is an established clientele to offer the retailer and so he hammers away at the "money-back-if-not-satisfactory" proposition.

"If it isn't more delicately fragrant than any cigarette you have ever smoked—we ask the privilege of returning the money you paid for the package." This is evidence that the cigarette is a good one. No smoker would hesitate about sending for a trial package.

Give the customer a hard and fast guarantee; enclose with your letter a card in which is written:

This suit of clothes is guaranteed to be one hundred per cent wool; it is made by Al tailors; it is given one hundred per cent shrinkage and will give absolute wearing satisfaction. If a single cotton thread can be found in the cloth, or if cheap labor is found to be used in its manufacture, or if the buyer is in any way dissatisfied after purchasing, the return of this card attached to the suit will bring a refund of the money paid.

Such guarantees give the consumer confidence, but even that is not enough—you want his order. To provide against his holding off or delaying, give some little "hurry-up" twist to the letter. "This is a ten-day offer," or "You must get the goods *now*." Another plan is to apply the limited number idea; thus, "We are making this offer to only the first hundred persons who purchase. You want to be one of that first hundred. Send in the enclosed order blank today." The time limit usually proves effective.

If the consumer fails to order, a follow-up letter is mailed, if the proposition warrants it. Usually a series is necessary

before there are enough regular customers to make a leverage on the dealer. The length of the follow-up will depend upon the value of the article sold, upon the allowance set aside for the campaign, and the difficulty of exploiting the article.

A manufacturer of an article used by women in their home work found that it would be impossible to get his goods on the retailer's shelves by ordinary methods without an enormous expenditure. A virtual combine, controlled by merchants, shut him out from the field.

He at once began circularizing the consumers:

Your dealers are looking for the biggest profits on their sales without attempting to give you value received for your good money. They know that to sell at so low a price I must reduce their selling commissions, because to give you the same quality at a lower price must mean a reduction in selling cost. It isn't because of quality that they refuse to supply you with my goods--that they palm off other goods less meritorious, at higher prices. It is because they want a bigger profit.

The first letter was followed ten days later by a second, further emphasizing quality:

Here is a sample of the quality of my goods. Just lay it side by side with the goods you are paying one-third more for at your dealers' store. You'll find it is not only JUST AS GOOD but it is finer weave--a better combed fibre. It will wear double the time of the goods you have been using. If it doesn't just send it back--even if you have used and soiled it. I'll refund your money willingly.

He was successful from the first, because he found a new argument and his markmanship was accurate. His goods soon became known as the most popular priced in the field. When he could show long lists of standing customers, the time was ripe to leave the details of retailing and to confine himself to producing. "I am going to appoint a dealer in your locality," he wrote the best retailers in the territory, and they bid for the agency. Not only were they ready to handle his line, they even guaranteed minimum sales.

The manufacturer of a high grade linen wrote the women of the country within easy shopping distance from each dealer's store:

Since the price of linens has gone up, many manufacturers have cheapened their goods by using a lower grade thread. They know you can't see this--and you couldn't. But you will notice the difference in the line of the goods. They won't stand the wear. Our goods have never changed; we guarantee the quality and wear. For one month we shall sell at this reduced price to enable you to try out our goods--to see the long life of **HONEST MADE LINEN**. If it doesn't suit you or if you are dissatisfied in any particular, you may send back the goods to us--at **OUR EXPENSE**, and we will refund your money.

Orders came slowly at first, but other equally forceful letters followed at intervals of ten days and got the desired customers. Then the manufacturer went to the dealers:

I can give you sixty new customers. I'll send them to your store if you will handle our goods.

The dealers came easily. The customers' names were turned over to them and the consumers asked to patronize the local dealers,

The entering wedge to the dealer's business is "profits, customers and sales," offered with the bill of goods. Get a list of customers, and offer them to the dealer.

Tell him that a dealer is to be appointed in his locality and that you intend to turn over to him an established trade--customers who have learned the merit of your product and will insist upon having it. If you can offer him the exclusive selling rights for his territory and an established trade, he will jump for the business.

If there is an established trade that can be turned over to the dealer he will frequently do more than consent to handle your goods; very likely he may be induced to sign a contract for a certain amount during the year. In fact, if a manufacturer has built up a trade that he is willing to turn over to a merchant, it is no more than reasonable to ask that merchant

to agree to handle a specified amount of goods during the year, thus assuring his active interest in pushing their sale,

One firm writes to prospective dealers at this stage of the negotiations:

Since we are giving you an assured business--certain profits, customers who will come to your store, while all you have to do is to hand them out our goods and collect your profits--it is only fair that you guarantee to treat these customers well. We want to make sure that when they come back again and again for our goods they will not be disappointed; we want to make sure that you will keep these goods on your shelves.

With this argument and the leverage of certain customers to whom the dealer may sell other goods, he is persuaded to sign a contract for a specified quantity to be used during the year--and having agreed to buy them, he is certain to push their sale.

If he falls down or loses interest, the manufacturer can go out on a still hunt and work up further trade, and then go to the dealer and say, "Look here what we have picked up--business that you ought to get, for it is right at your door. Go after it hard, or we will have to place our line with some dealer who appreciates this field."

No dealer cares to contemplate having a line taken away from him and given to a more progressive competitor--and have this competitor make capital out of the change. It spurs him to greater activity.

The manufacturer or the wholesaler who can appeal directly to the consumer and develop a retail trade by mail possesses a leverage that will force open the doors of the most conservative merchants; induce them to bid for the business and then keep a pressure behind them that assures their continued activity in pushing the goods.

Get the consumers; establish a clientele, and your problem of opening new territory through the retailers is solved.

How *Manufacturers* Drum Up Trade For The DEALER

THE DEALER *does not merely want merchandise on his shelves, HE WANTS TRADE. The bigger the demands for his goods, the greater are his profits—and proportionally greater are his purchases from the manufacturer. Hence it is to the manufacturers interest not only to sell his PRODUCTS to the dealer, but to deliver the DEMAND FOR THOSE PRODUCTS as well. This chapter explains how some manufacturers created a market for use as a lever in getting the dealers' order*

THE letter campaign which aims at developing a new territory or marketing an unknown product, may be directed at the dealer and the consumer simultaneously.

Instead of building up a clientele of mail-order customers, the manufacturer may induce the dealer to supply the demand immediately. The details of conducting a retail business are avoided, and the co-operation of the dealer is secured in turning the trial order into established trade.

Old selling arguments, price and quality—unless extraordinary—fail to get under the skin of the dealer when applied to the new and untried article. Why should he add a new line and go out to drum up interest in it? Why should he? What's the inducement? He must be offered more than mere merchandise. His interests are along the lines of sales, profits, customers, service. He cares nothing for the

goods—anyone can fill up a store with goods. What he wants is a demand—trade. Give him a demand along with the goods,

So it must be the distinguishing feature of the article that always appeals to the consumer, while it is the selling power of this feature that gets the dealer's interest.

First, in this double-barreled campaign, play upon the fact in your letter to the dealer that you have a feature with which to secure the consumer's interest and get his business. Hammer on your elaborate plans for circularizing the consumer in your opening campaign—and you will have him taking notice. Besiege the dealer with arguments on profits, sales, new business that the campaign will create.

The success of this method depends largely upon the skill in handling the arguments. You must make your new feature or your better quality create a desire and then use the other end of the club on the dealer—make him put in your products to supply the demand.

The clothing manufacturer writes to the consumer:

Just take this coupon to Mr. Brown's store and tell him you want to try on a suit that's made RIGHT--tell him you want only the clothes sold under our guarantee and show him the coupon with its signed guarantee. He will give you a try-on. You are not in anyway obligated--you don't need to buy. Just go in today and look over the styles.

To the dealer he writes:

Take care of your customers and they'll take care of you. There's no profit in selling a man his first suit if it turns out to be his last.

The first order means established trade--and we are going to get those first orders. \$100,000 is being spent this spring in advertising our Madewell garments. Not only general publicity but letters, personal letters, will be sent out to the desirable prospects. These letters will reach not only your customers but many men who have never been in your store. You get this advertising free and you get their trade by putting in enough of a stock so these customers will not be disappointed when they call on you. We will do the rest; we will get them into your store; we will furnish goods that will almost sell themselves--it is up to you to show the Madewell garments and profit by this new business.

Style, fit, wearing qualities—these are the arguments you use on the consumer; free advertising, new business, satisfied customers, more profits—these are the arguments that land the dealer. Once his order is placed, his money invested in the goods, it is easy to get him to co-operate in pushing them,

A shoe manufacturer entering the field found it hard to break into the retail stores with the hand-me-down arguments of price and quality, so he began to study the weak point in the manufacture of shoes. He decided it was the fit, and so he loaded his letters with the one argument—fit. The letter to the consumer called attention to the fact that this shoe was made in quarter sizes which means absolute shoe comfort.

Instead of having to wear your shoes six months before they are soft and pliable to your foot, simply stick your foot into one of these shoes.

I know you are incredulous. I know you will not take my statements for any more than you have taken others; but I am willing to pay you to investigate. In order to show you that everything I claim is based on absolute fact, I am making you this offer: that within the next ten days you will take this letter to your local dealer and he will exchange it with each pair of shoes you try on and wear across the room, for one of our celebrated mercerized shoe polishers—something absolutely new—simply rub it on the shoe two or three times and you have a polish that a bootblack could not secure in an hour's labor. I am willing to do this in order to get you to try on the shoe.

In fifteen days I'll have all the shoe users—every buyer in town—flooded with letters similar to these enclosed. I'm going to galvanize your town with these letters. I'm going to send lots of buyers to some stores—I don't know yours will be among them but I hope so.

Here an inducement was offered that was sure to bring the recipient into the store, for the “something-for-nothing” proposition touches a vulnerable spot in human nature.

An advance copy of this letter is sent to each dealer in the town. Each dealer is asked frankly if he can afford to turn down these customers; if he is going to stand idly by while thousands of customers march into his competitor's store.

To put on the final clincher, the manufacturer adds that it is a thirty day offer, and he further agrees to take back all unsold shoes at the end of sixty days.

It is an irresistible offer. He cannot turn it down. Like the consumer he is told the manufacturer knows that he is incredulous, that he has heard all these things before, but that the things now claimed are to be lived up to. He is offered an opportunity to try out the proposition at a small investment. Thus the dealer trade is established. The new territory is opened up,

The consumers' side of the campaign may be carried one step further, in order to give more weight to the club used on the dealer. If you offer to send buyers to the store of the dealer instead of mere prospects, he will come on his knees to you.

A scheme of this kind was used by the manufacturer of embroidery silk in a territory where his previous attempts to establish trade had met failure.

So he began a sales letter campaign direct on the women consumers. "With a certain amount of silk," the letter promised, "a stamped cloth ready for embroidery would be given away free," and thousands of women were attracted to the offer.

The purpose of the campaign, however, was not to create a mail order business, and purposely the stamped cloth given free required twice as much silk as the order accompanying it. This insured a second purchase from each woman.

The manufacturer shaped his campaign so that a dealer in each town should fill this second order. So as rapidly as possible the names of the first purchasers were classified by towns. As soon as an impressive list had been collected the leading dry goods house was appraised of the fact that twenty, or forty, or one hundred women wanted the company's silks—were actually waiting to buy them.

A successful milling company adopted the "double-barrelled-letter-campaign-on-consumer-and-dealer" plan to market a new flour. It was the best grade of flour it had ever put out—the very best it could make, and the natural course was to make superiority the distinguishing feature. But any number of concerns were playing up quality—and shouting just as loud—so that attention could not be attracted in that way.

The guarantee was adopted both on the consumer and on the dealer. Tested arguments were used in letters to the women of the better class:

We want to reach women who are looking for a truly superior flour--a flour that will give the most complete satisfaction, the best and most economical results that are possible. We have such a brand of flour. It is FAR SUPERIOR to other brands and we want to prove it to you. So we make this unusual offer. You try our flour AT OUR risk--not at yours.

A couple of paragraphs were devoted to "reasons why" the flour was superior and then the inducement was made:

Try a sack of our flour, making as many bakings as you wish. If you are not then satisfied that it is the best flour that you can buy, your money will be returned without argument. All we ask is that you hand this coupon to your grocer. If your grocer does not sell our flour he can easily get it for you. If he won't, put a stamp on this coupon where our address is given, sign your name with the name of your grocer in the space and drop it in the mail box. We will see that he supplies you. Do it today before you forget it.

A coupon was enclosed—a coupon seems to possess more value than a letter or a free-for-all offer—and plainly stated that the lady was to be the sole judge of the merit of the flour and that a partly used sack could be returned and the money refunded.

To the dealers, the manufacturers wrote:

We are writing YOUR customers as well as every flour user in your locality. We are flooding your outstomers as well as your competitors trade, with reasons why they should use this flour in preference to any other. Here is your chance to get an advantage over your competitors. We will send hundreds of their customers to your store inquiring for our flour. They won't take an other because we have offered them an unusual money-back-if-not-satisfactory-after-using-guarantee. No other concerns have offered them this. Get their bussness when it comes. Don't let them go elsewhere and lose the profit. Get a trial shipment now and supply this demand. Fill out the enclosed trial order blank and mail to us to-day.

These arguments were applied in a series of ten letters. The consumers got a letter every ten days; dealers at the same time. Orders came in by the hundred, because the consumers kept asking the dealers to get them a trial sack. Dealers were forced to comply with the conditions made by the manufacturer, because they wanted the profits of the sales. The consumer guarantees brought back only here and there a request for refunded money, because the flour once established in a household kitchen, proved its merit. When the plan was oiled and running smoothly the generals of the campaign decided to balance their books to determine how near their estimates of expense and results had come to the actual trial. There was hardly a shade of difference.

This is the most familiar method of entering new territory—aiming a campaign that centers on both the consumer and the dealer. The advantage is that it may be used successfully in any line of business—dry goods, clothing, groceries, drugs, novelties, specialties—they are all successfully marketed in this way. It is effective because of the double pressure that may be exerted; the manufacturer and the consumer both after the dealer to handle the article; the manufacturer and the dealer both after the consumer to use it.

There is hardly a business that does not have to fight for an opening. Every manufacturer, importer, jobber and wholesaler has to work to have the retailers handle his particular line of goods. The merchants are besieged on all sides by salesmen and by propositions that are tempting but his capital, his space and his trade necessitates his selecting his lines carefully. It is so easy to buy goods; it is so hard to create demand that the manufacturer who will create that demand for him, give him free advertising and lure customers into his store, is surest of his trade. The campaign on consumer and dealer lands the business when either campaign alone would fail.

How to *Interest* Dealers by CORRESPONDENCE

DEALERS handle a manufacturer's products because of the inducements of PRICE, EXCLUSIVE TERRITORY special SELLING PLANS or similar specific advantages that the manufacturer can offer. To the extent that such selling propositions can be put up to the dealer by mail, to that extent is the manufacturer's selling field extended. In this chapter are illustrated some of the methods by which manufacturers have opened up new territory by means of letters to dealers—letters that offer attractive inducements in attractive form

THE problem of the manufacturer is to get the dealer to handle his product. One manufacturer may reach this end most readily by taking the circuitous route of working up a clientele and using it as a bait to get the retailer, another may make a flank attack, getting customers to bring pressure in the rear while he brings pressure in front. A third manufacturer may not be able to use either method effectively; he may find it better to go direct to the dealer and make inducements that will get his orders.

While quality and price do service here as in every selling campaign, every manufacturer strives to get his product in a class by itself; he strives for some distinctive feature; some actual improvement; some good talking point. He realizes how difficult is the problem of introducing any product that is merely "just as good as" old familiar brands. It must be better or there must be some selling advantage if the live dealers are to handle his product in addition to or in place of other goods.

The merchant moves in the course of least resistance—and that is to carry the goods he has previously sold—the goods with which his trade is familiar. To change his course, additional profits is the lure that must be presented in some form—more customers, more sales, a bigger business.

One of the familiar schemes is to offer the dealer exclusive rights in his town. From automobiles to chewing gum, the exclusive selling rights have a powerful appeal. The more widely advertised the particular machine or brand or trademark, the more ready is the dealer to take advantage of this publicity.

Here is the way a manufacturer approaches the dealer on an exclusive selling representative proposition:

Dear Sir:

You would not be justified, of course, in selling our safety razors unless you could make larger profits than you are now making.

But if you were convinced that you could make from 10% to 20% more profit than you are at present, you wouldn't hesitate a moment about taking on our line would you?

Well that's exactly what you can do with our safety razors.

Remember when you buy of us the transaction doesn't end with our sending you the razors. We actually sell the razors for you.

First, by the enormous magazine advertising which we are constantly doing and which will cause people to come to your store and ask for our razors.

Second, by use of printed matter bearing your name and address which we furnish you free of charge.

Finally, bear in mind that you will be handling goods with a reputation, and the very fact that you represent us in your locality will add to your prestige and this means dollars to you.

If you place an order for two dozen safety razors we will give you the exclusive selling rights in your city. The demand will be created; it is certain to grow. Are you going to profit by this business or is your competitor?

Why not make the start to-day--you'll never regret it.

Yours for greater profits,

SANITO SAFETY RAZOR CO.

Aside from improvements, better quality, and exclusive selling rights, there is the opportunity to interest the dealer in some new article, such as a fireless cooker, or the vacuum cleaner. Here again the manufacturer has an abundance of material for talking points, as progressive dealers are always ready to take advantage of a growing demand.

Frequently the dealer can be waked up to some new opportunity. You may be able to point out to him the way to develop some additional line of trade.

A manufacturer of automobile accessories opened up a good territory by the application of this idea. He learned that a new macadam road, then under process of construction, would materially lessen the distance between the two cities. It would inevitably become a popular route for automobiles. He immediately secured the names of hardware dealers in the towns along the route, and began an educational campaign. The significance of the new road had not occurred to them. He wrote:

Your new macadam route between B--- and W--- will be completed early in the summer. Think of the great field that will be opened up to automobilists by this road. B--- is a city of half a million, with over ten thousand machines used solely for pleasure riding. It is a safe estimate that half the automobiles owned in these two cities will use your road every month.

You can see what a demand for automobile accessories and supplies will be created. You are naturally in a position to supply this demand. You want the additional business and the fine profits that the sales of automobile accessories and supplies offer. You can easily arrange to install a small department in your business place for such stock.

And then the letters pointed out the special advantages of the particular line of accessories offered. As a clincher the manufacturer wrote:

You don't want to wait until others have established a trade with the automobilists. You want to be just a little ahead of the other fellows--you want to get the jump on them and get your name among the motorists as the best place in the territory for supplies. Here is a list of accessories that you will need at first. Check off the amounts of each article you want and mail the list today. We will send complete instructions regarding the best way to arrange your stock and handle the business.

In this way the manufacturer played upon the prospect's appetite for more profits and his desire for business that might be taken away from competitors. Thus he opened up an entirely new territory by being before-handed, educating the dealer and getting the order before the other manufacturers woke up to the situation.

A free trial or an order placed at the risk of the manufacturer appeals to the dealer no less than to the consumer. The manufacturer of chewing gum successfully approached the retailer from this angle:

You probably have been selling gum, but you had to pay for it whether you could dispose of it or not. I'm not going to ask that of you. I merely want the privilege of displaying my new gum on your counters, that you may see how readily it will sell. Merely sign the enclosed card, telling me to send you a trial order, including a large glass display case. Put the gum in the case: put the case on your counter and watch it sell. When the trial order is gone you collect your profit and pay me for the gum. I will give you the glass case.

Then the manufacturer added to this guarantee of selling profits, a hurry-up clincher: "This is a ten-day offer. Order NOW while there is an opportunity to try out this gum at our risk."

This selling feature was an almost irresistible one. This guarantee of profits encouraged trial orders, while the gift of the display case kept the goods on the counters within easy reach at all times, and the gum sold itself. Within a year the name of that chewing gum was almost a house word. Up to that time no selling medium other than letters had been adopted.

The prize-with-customer-sale plan is another effective approach. It was used effectively by a large western soap manufacturer. He wrote the dealers, offering to give their customers handsome prizes for various amounts of soap purchased, "Each cake of soap will have a coupon, and for every twenty, forty, or a hundred coupons turned in, you are authorized to give a present of corresponding value. We will supply the presents. They will be sent to you with the trial order and you can display them in your store. They are handsome presents and will call customer after customer to you."

Something for nothing always attracts customers. Offer them a prize with a certain number of purchases and they will keep buying until they secure the present. Dealers know this. Therefore, when you offer the dealer his legitimate profits on his sales, plus presents for his customers, he is interested, for the inducement is something tangible—it will draw trade to his store.

In addition to the usual selling argument used, one manufacturer of a mechanical device offered to give the dealer a delivery cart, made to represent the article. "This cart will be a constant reminder to your customers that you sell this article, and it will be a continuous advertisement for you."

Concerns making food products have found the free demonstration proposition a winner with many merchants. If the firm is trying to place a new breakfast food or a brand of canned goods or a beverage, the merchant may be induced to put in at least a small order on the strength of a demonstration at the store, which the manufacturer will conduct. A personal representative will take charge of it; the demonstration will be advertised in the newspaper and by personal invitations to the ladies to call and try a free sample of the product. No manufacturer goes to the expense of such a campaign unless his goods have merit that will lead to sales. So if the merchant is not asked to lay in too big a stock, this proposition is almost sure to get his name to an order blank.

Frequently a manufacturer will try to secure some local influence to help push his goods onto the merchant's shelves. An advertising contract dangled before the eyes of a newspaper man will usually induce him to use his influence with a local dealer to add a new line:

Would you like a contract for 350 inches of roofing advertising? This is all new business, business that has never been placed in weekly papers before. Electros of the ads are furnished; you will be at no expense in handling this high class advertising.

If you want this business, go to some local dealer and get him to place an order for 100,000 feet of double strength roofing. This is the best roofing ever placed on the market; it will be easy for any dealer to dispose of this amount in a few weeks but he takes no risk for the manufacturers will buy back at the end of the year all unsold material.

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And if your paper makes good on this advertising it will be a year-in and year-out source of income. The whole thing hinges upon your confidence in your own medium as a method of selling roofing.

Such propositions are usually made through an advertising agency and the newspaper man is usually ready to act as salesman, for the advertising is "velvet"—business that he could not otherwise get. Then, too, he wants to stand in well with the agency in order to get its future orders.

The dealer is usually anxious to curry favor with the press and will go further for the local newspaper man than for any salesman the manufacturer might send out. Sometimes the agency writes to the dealer at the same time to pave the way for the call from the newspaper man:

We are getting ready right now to sell more roofing in your section than has ever been sold there before. Some dealer can pocket the profits without RISKING ONE PENNY. Scores of new customers can be brought in your doors asking for Double-strength roofing. Do you want them? Your competitor's customers will come to you looking for Double-strength. You may be able to make them your customers on other lines as well. Do you want the opportunity? Only one man in a town can sell this roofing. That means that if we form a connection, the undivided profits from the sales of our goods are yours as long as we stay together. You are the only man we have written to because you can handle the distribution most conveniently.

Occasionally other local influences are available. Manufacturers in unionizing a factory frequently get the local labor leaders in strong union towns to bring pressure to bear on the merchants to handle their goods, and in many places this is a powerful influence. In rural districts the manufacturer may be able to work through some grange organization, and if some prominent individual can be induced to try a new machine or device or line of goods, his name as a reference carries weight with the dealer, and the same argument by which the manufacturer induces the retailer to put in a new product is available for the merchant in moving the goods.

Dealers are almost always impressed by the publicity given to any widely advertised article. Many manufacturers con-

cede that the principal benefit to be derived from expensive magazine advertising is the effect it has on the dealer. For on the strength of these big appropriations many retailers are induced to lay in a stock of goods, the only advantage of which is the wide publicity given to the brands or trade marks. Manufacturers try to persuade the merchants to put in a stock before the first gun of the campaign is fired, but there are some who never climb into the wagon until the procession starts. Here is the way one manufacturer wrote to his luke-warm prospects just after a campaign had started:

"Last week the house advertised in all the leading magazines, Special French Edge Mattresses, full size--60 pounds--regular price \$30.00 at the reduced price of \$18.50 each. I know from inquiries that a display in your window will bring in the sales and profits to you. To insure you a good profit, I can quote you--on lots of twelve.

"This offer is not made generally. We have but three hundred left and to get your share you must order this week, this offer is only for ten days. It means profits to you if you get busy now. Write either the house or address me at Hotel Butler this week."

Exclusive rights, the money-back-if-not-sold proposition, free advertising in some form, or a demonstration, first in the field with a new article, pressure from some local source—these are the methods used by manufacturers in campaigning to get the dealer. Special inducements or outside influences are the forces that move the retailer. The proposition is always viewed from behind the cash register and the manufacturer has a hard road to travel in introducing his new product unless it has some obvious advantage, some convincing talking point or a selling margin that will magnetize the retailer's store and attract customers for that particular article.

Building Up A Trade For the RETAILER

PART XI:

HOW TO OPEN NEW TERRITORY

CHAPTER 20

THE SHOP-KEEPER naturally buys the "lines" that he can sell the most readily; his greatest profits come from the goods for which there is the biggest demand. He gives preference, therefore, to merchandise for which the market has been created. The manufacturer who assists the dealer to create the market paves the way for future orders. This is how he does it

MANY manufacturers seek merely to get their goods on the merchant's shelves, depending entirely upon the efforts of the dealer to sell them, and order more. If their products are new or possess some conspicuous merit or improvement, this may be sufficient, but with the staples, where competition is keen, many manufacturers are not content to await the slow growth of trade built up by merchants who have no incentive for pushing one line in preference to others.

The ambitious manufacturer is not only willing but anxious to help the merchant. He wants to stimulate the demand for his goods; he is ready to spend money in advertising, in giving demonstrations, in distributing samples—anything to bring his products to the favorable attention of the public.

The first step is to secure the co-operation of the dealer, and the offer to conduct a local publicity campaign is usually a lever that brings the best merchants into line. The most familiar scheme is to supply the dealer with a stock of samples, provided he agrees to distribute them and to carry sufficient

stock to take care of the demand. As the manufacturer finances the campaign, the merchant is in the position of having little or nothing to lose and much to gain. The inconvenience of distributing the samples is slight compared to the benefit he derives from bringing so many possible customers into his store.

Having enlisted the merchant he can render good service by furnishing the manufacturer with names of customers and prospects. Frequently his own stationery is used to give the message to them a more intimate and personal flavor.

Another great service the dealer can render is in handling the samples. For instance, the recipient is much more favorably impressed if the merchant reaches up to a shelf and takes down a sample than if he dives under the counter and drags it forth from some hidden box. Then, too, a casual word about the quality of the goods, or calling the recipient's attention to some new feature leaves an impression that is likely to germinate into a demand for something more than a sample. These little points are urged upon the dealer as his share in making the campaign a success.

SCHEME 1—THE CARD THAT IS EXCHANGED FOR A FREE SAMPLE

These preliminary steps having been taken, the manufacturer goes out to round up possible customers. Here is the letter sent out by the distributors of a new brand of coffee:

Dear Madam:

Will you let us show you what delicious coffee 25 cents a pound will buy?

Then get a package of B. B. brand and try it at our risk.

You would scarcely believe that such delicious coffee could be sold at 25 cents--unless you happened to know that the flavor of coffee depends largely upon the blending.

The blending of coffee has been a life study with us. We know just how much of one kind to use for richness, of another for delicious flavor and of a third for its exquisite aroma.

The result is the B. B. blend that we want you to try.

The B. B. is sealed in air tight packages while crisp from the oven. Our roaster, a man of thirty years' experience, can tell you, by the look of the coffee berries, just how much heat is necessary to bring out their full flavor and fragrance.

The Central Grocery will handle the B. B. coffee, and we have instructed the proprietor to give you a sample package with our compliments. Take it home and try it--that is all we ask.

Remember you can purchase a pound package for 25 cents. If you like the sample, try a full package, and remember that if you are not entirely satisfied that it is the most delicious coffee you ever tasted for that price, one word to the Central Grocery and they will refund your money.

Don't be satisfied until you know what delicious coffee your twenty-five cents will buy.

Very truly yours,

Luci D. Frank

Samples promiscuously handed out or piled up on the counter in a basket with a "Take One" card, do not begin to bring such results as the samples that are judiciously distributed after a letter has interested the recipient in the article.

This lure of the free sample appeals to the men no less than to the women, if the article is something they use. Distributors of tobacco products use this method frequently.

After a dealer has been secured in a place, a company sent out the following letter to known smokers of the better grade of cigars:

"Wouldn't you like to find a cigar that combined just the right blending to give it aroma and fragrance, without the usual weedy taste? These cigars are made of the finest selected Havana leaf--but we shall not try to describe them, instead we are going to give you one, just a sample, that you may try it without spending your money, and judge for yourself. Go in to Brown's store tomorrow noon after lunch and give him this coupon. He will hand you one with our compliments."

Such methods are more expensive, but they bring results. The letter can be depended upon to pull the prospect into the store for the sample, and having done this, it has accomplished

its mission. Future sales depend entirely upon the quality of the goods.

Frequently a coupon is enclosed, which the lady can exchange at the store for a sample package. Here is a letter that a large manufacturer used extensively:

Dear Madam:

The enclosed card certificate entitles you to a full sized can of Harvey face powder--**ABSOLUTELY FREE.**

The Harvey face powder makes a woman's complexion smooth and velvety. The skin does not lose its youthful attractiveness; it seems to be impervious to exposure. The sun and wind have no terrors for the woman using Harvey's.

It prevents that oily, shiny appearance and counteracts the disagreeable effects of perspiration.

If this were merely an empty claim we could not afford to give you a full-sized sample package free. We know that once you have used Harvey's you will insist on having it always at hand.

To secure this free package all you have to do is to present the certificate to the Pioneer Drug Store which will handle all the Harvey toilet preparations.

REMEMBER this offer is good for three days only.

Very truly yours,

HARVEY FACE POWDER CO.

In this case the somewhat elaborate certificate was filled in with the lady's name, and emphasis was made of the limited offer. Both of these things enhanced the importance of the sample, and practically all the coupons sent out were presented at the drug stores for redemption.

SCHEME 2—THE OFFER TO REFUND

There are manufacturers who contend that the sample distribution is too expensive and that the good results can be obtained by emphasizing the satisfaction-guaranteed feature. And many have found that a letter will pull trial orders if the money-back-if-not-satisfactory offer looms up prominently enough.

A large coffee house found this method effective, but made the campaign more personal by mailing out letters on the dealer's stationery over his signature with a hard and fast guarantee to refund the money for every package that did not prove absolutely satisfactory:

You will find any grade of coffee here you want; we carry all the well known brands. But just now we want to suggest your trying a package of Supero--a new brand that seems to us has just the blending to make it popular with those who want the best.

Of course you may not like it for tastes naturally differ. But so confident am I that Supero will please you that I will take back without question broken packages if you are not satisfied and refund the full purchase price.

I know some coffee will come back for there is nothing that will please everyone but I am convinced that ninety-five per cent of the trial users will be delighted with it. That is why I make this absolute guarantee of satisfaction.

May I not include a package with your next order for groceries?

The manufacturer of course has to back up the dealer in the refund without question, but it is assumed that no one makes such an offer unless he is reasonably sure that the product will carry satisfaction.

In these ways the letter forms the keystone in a publicity campaign. It is the most formidable agency in opening up new territory, but it must be used with care to direct every letter to a likely customer and thereby avoid costly leakage. Create the demand and center the pioneer work on a single dealer--the demand will then force other dealers to put in the line if it is a staple that can be handled by different merchants.

SCHEME 3--PRIVATE DEMONSTRATIONS

There are products that cannot be advertised by samples or by a public demonstration, but this does not prevent manufacturers from doing effective work in bringing customers to the dealers.